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BROADCASTING

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Broadcast Advertising

Published Semi-Monthly | Vol. 7 | No. 3

WASHINGTON, D. C.
AUGUST 1, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE BRIDGEPORT POST
The Kingston Daily Freeman
Star Eagle
New Haven Journal-Courier
The Sun
THE JERSEY JOURNAL
Springfield Republican
World Telegram
New Haven Evening Register
THE MIDDLETOWN PRESS
LE MESSAGER
BROOKLYN DAILY EAGLE
ALLENTOWN MORNING CALL
Wilkes-Barre Record
THE SPRINGFIELD UNION
DAILY NEWS
The Hartford Times.
Hudson Dispatch
The Philadelphia Inquirer
PUBLIC LEDGER
THE RECORD
MERIDEN RECORD

Here's More Proof of Listener Interest

MORE than one hundred prominent newspapers in seven states and Canada regularly carry WOR program listings! This fact was ascertained by an actual proof-of-insertion count just made.

Certainly this is the best evidence you could want of the popularity of WOR throughout the vast area which this station serves. After all, newspapers with their editorial ear close to the ground know what their readers want. It is listener-demand alone that impels these more than one hundred prominent newspapers to carry WOR programs!

And since so many radio listeners today choose the programs they want to hear by consulting the program listings in their favorite newspaper, you can see what a big PLUS you get when your program is broadcast over WOR!

Incidentally, less than half of these newspapers carry the program listings of *any other* non-network station in the New York City group!

▼

WOR

1440 BROADWAY
NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, NEW JERSEY
Chicago: Wm. G. Rambeau,
360 N. Michigan Ave.
Boston: James F. Fay, Statler Bldg.

Paterson Evening News.
THE NEWBURGH NEWS
PASSAIC SUNDAY EAGLE
READING EAGLE
BROOKLYN Times Union
Atlantic City Press
The Brantford Expositor
STAMFORD ADVOCATE
The New York Times.
Newark Evening News
WATERBURY REPUBLICAN
NEW YORK Herald Tribune
The Danbury News-Times
NEW YORK JOURNAL
PHILADELPHIA RECORD
LA PRENSA
ASBURY PARK PRESS
The HERALD Statesman
Trenton Evening Times.
The Daily Reporter
The Waterbury Democrat
THE HOME NEWS

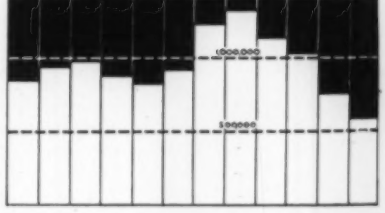
WPG—KEY TO THE GRE

RICH HOMES, OCCUPIED YEAR 'ROUND

A CORNER OF WPG'S STUDIOS

THE STEEL PIER, "SHOW-PLACE OF THE NATION"

For the past 7 years—1927 to 1934—an average of 11,500,000 visitors per year have filled Atlantic City's hotels and cottages. These visitors are distributed over every month in the year . . . from a "low" of nearly 600,000 in December to a "high" of more than 1,300,000 in August. At its smallest, this huge army of added population equals a city the size of Pittsburgh, San Francisco or Milwaukee. At its largest it is bigger than Los Angeles, and twice as big as Boston. Over the period of a year it exceeds all Metropolitan New York in size and in power to absorb standard merchandise for all these visitors have money to spend. ● Since there are always at least 600,000 visitors in the city, during any given month, the visitor market is actually a PERMANENT bonus to WPG advertisers. Every one of the 1,200 hotels in Atlantic City is equipped with radio. Many of them have special radio rooms — small auditoriums — seating anywhere from 20 to 50 people. But even the thousands of hotel listeners are far outnumbered in summer by the immense army of families which migrate to cottages in the WPG area: the heavily patronized New Jersey coast resorts, Delaware Bay and the popular eastern shore of Maryland. ● WPG is the only radio station in the U. S. which



Visitors Each Month — Minimum, 600,000

CBS Map of WPG's Listening Areas

RE ST "PLUS" MARKET IN RADIO

SHOW-PLACE OF YOUR PRODUCT—PARTICULARLY FOR THIS SUMMER'S EXTRA CROWDS

1,000,000 VISITORS COME IN AUGUST

offers a permanent-resident market (within its PRIMARY listening area) of medium-city size and above-average wealth . . . PLUS a permanent-resident market (within its SECONDARY listening area) as big as that delivered by the most popular station in such cities as Boston or St. Louis . . . PLUS a yearly BONUS market of visitors (within its PRIMARY listening area) bigger than greater New York. • WPG's rate is based on Atlantic City's year-round-resident market. But sales results for advertisers are pyramided by these extra-profit-producing bonus factors. • WPG (like other major Columbia network stations) is represented by RADIO SALES, Inc., in New York & Chicago.

RADIO SALES, INC.

485 MADISON AVENUE, NEW YORK CITY • 410 NO. MICHIGAN AVENUE, CHICAGO

WABC NEW YORK • WBBM CHICAGO • WKRC CINCINNATI • WJSV WASHINGTON
WBT CHARLOTTE • WCCO MINNEAPOLIS-ST. PAUL • WPG ATLANTIC CITY • WFBL SYRACUSE
KMOX ST. LOUIS • KHJ LOS ANGELES • KGB SAN DIEGO • KFRC SAN FRANCISCO

"Free & Sleininger give us instantly the accurate and complete station data we need."

Fulton Dent

Fulton Dent
Radio Director
Frank Presbrey Agency

	Population of Primary Daytime Coverage Area
WOC-WHO DES MOINES *NBC Basic Red Network*	4,389,108
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828
WHK CLEVELAND *CBS Basic Network*	2,069,345
WIND GARY—WJJD CHICAGO *(WIND) CBS Supplementary Group*	5,837,199
WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606
WDAY FARGO *NBC Northwestern Group*	928,867
WKZO KALAMAZOO *The Voice of Southwestern Michigan*	346,406
WHB KANSAS CITY *"Dominant Daytime Station in K. C."*	2,322,934
KFAB LINCOLN—OMAHA *CBS Northwestern Group*	2,522,075
WAVE LOUISVILLE *NBC Southcentral Group*	925,717
KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*	1,363,985
WMBD PEORIA *CBS Basic Supplementary Group*	464,352
***CKLW WINDSOR** *(Detroit Trading Area) CBS Basic Network*	4,372,000

* Represented in Chicago and Middle West Territory only.

Frank Presbrey, who founded and gave his name to this well-known New York agency, is a pioneer whose advertising sense has been so fundamental as to survive from 1896 through all the ups and downs of agency development. Almost any day Frank Presbrey, himself, can be seen on Park Avenue on his way to a conference with a client.

Fulton Dent, as might be expected, is sound in his attitude toward radio and typifies Mr. Presbrey's fundamental ideas about working with facts. He has unusual personal knowledge of radio, and the agency's success with broadcast advertising in general and spot broadcasting in particular is proof of the value of their methods.

To have Mr. Dent approve the Free & Sleininger type of direct station representation is not only gratifying to us, but further proof that our service is valuable and desirable.

\+ \+ \+

Each of our fourteen representatives scattered from coast to coast is a radio specialist and experienced in advertising. Each is intimately informed on every detail of the stations we represent. They can serve you quickly, well and dependably. They are men who have helped to establish the knowledge among the radio fraternity that you can always use a Free & Sleininger station with confidence.

FREE & SLEININGER, INC. *Radio Station Representatives*

NEW YORK	CHICAGO	DENVER	SAN FRANCISCO	LOS ANGELES	SEATTLE
Chrysler Bldg.	180 N. Michigan Ave.	Charles Building	Russ Building	Chamber of Commerce Bldg.	Stuart Building
Murray Hill 2-3030	Franklin 6373	Keystone 6828	Sutter 5415	Richmond 6184	Elliott 6662

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BROADCASTING
and
Broadcast Advertising

VOL. 7 No. 3 WASHINGTON, D. C., AUGUST 1, 1934 $3.00 PER YEAR—15c A COPY

Broadcasting Division of FCC Formed

By SOL TAISHOFF

Hampson Gary is Chairman, Brown and Sykes are Members; No Drastic Changes in Control are Contemplated

A THREE-MAN division of the Federal Communications Commission, comprising two former radio commissioners and a third member well-versed in the law and in diplomacy, has picked up where the old Radio Commission left off to exercise its regulatory powers over the broadcasting industry.

Essentially conservative in make-up and apparently determined, for the time being at least, to carry on the policies and procedure of the former regulatory agency, this new division was created by the FCC July 17. Hampson Gary, of Texas, former U. S. Minister to Switzerland, is its chairman, and Col. Thad H. Brown, of Ohio, former radio commissioner, is vice chairman. Judge E. O. Sykes, chairman of the FCC, is the third member, and also is ex-officio member of the two other divisions of the FCC organized at the same time.

FCC BROADCASTING DIVISION—These are the men who will regulate broadcasting, having practically autonomous jurisdiction in that field although only a division of the new Federal Communications Commission. Left to right: Judge E. O. Sykes, chairman of the full Commission and ex-officio member of the Broadcasting Division; Hampson Gary, division chairman, and Col. Thad H. Brown, division vice chairman.

Power Equal to FRC

THE BROADCASTING Division, like the Telegraph and Telephone Divisions of the new Commission, in their respective fields, will be practically autonomous in so far as broadcasting matters are concerned. In effect, the Broadcasting Division's jurisdiction over broadcasting will be equivalent to that of the old FRC. The Communications act, however, provides that aggrieved parties may note appeals to the full Commission from decisions of any division, but the Commission itself can accept or reject the appeal. Recourse to the courts from division rulings is also authorized.

The FCC was organized into divisions along party lines. Democratic appointees were named as chairmen of the three divisions, with Republicans as vice chairmen. Judge Sykes, the Democratic chairman of the FCC, sits as the second majority member of each division.

Other Divisions

THE TELEGRAPH Division is headed by Commissioner Irvin Stewart, of Texas. Commissioner George Henry Payne, of New York, is vice chairman, with Judge Sykes the third member. This division will have jurisdiction over all matters relating to communications by wire, radio or cable, and all classes of fixed and mobile radiotelegraph and amateur services.

The Telephone Division, and the one that probably will figure most prominently in the news for the next few months, comprises Paul A. Walker, Oklahoma, chairman; former Governor Norman S. Case, of Rhode Island, vice chairman, and Judge Sykes. This division will have jurisdiction over all matters relating to telephone communication, other than for broadcasting, whether by wire, radio or cable, including all forms of fixed and mobile radiotelephone service except as otherwise specified.

The full Commission will have jurisdiction over all matters not specifically allocated to a division; over all matters which fall within the jurisdiction of two or more of the divisions, and over the assignment of bands of frequencies to the various services. In any case where a conflict arises as to the jurisdiction of any division or where jurisdiction over any matter or service is not allocated to a division, the Commission will determine whether the whole Commission or one of the divisions should have jurisdiction.

Unlike the Telegraph and Telephone Divisions, which are breaking new ground in their respective fields, the Broadcasting Division has ample precedent and policy to guide it, established since the Radio Commission was created in 1927. The other divisions have sent to the companies within their jurisdiction requests for detailed information having to do with rates, directorates, stock ownership and organization. This data will be used in drafting rules and regulations and in drafting a report to Congress to be submitted by Feb. 1, 1935, containing recommendations for amendments of the law. This report also will cover broadcasting.

No Drastic Changes

ASSURANCE that the Broadcasting Division does not contemplate any drastic changes in the control of broadcasting was given by Chairman Gary following the initial meeting of his division on July 18. "If any changes are made," he said, "they will be evolutionary rather than revolutionary. We intend to build solidly on what has already been done by the former Radio Commission. There will be no radical shifting of wave lengths or the like, so far as I am concerned."

The Broadcasting Division has scheduled Tuesday as its single weekly meeting date. The Telegraph Division will convene on Wednesdays, and the Telephone Division on Thursdays. The old Radio Commission held two regular meetings a week—Tuesdays and Fridays.

Under the organization resolution adopted July 17, the Broadcasting Division will exercise jurisdiction "over all matters relating to or connected with broadcasting." Services embraced in this category include broadcasting, broadcast pickup, experimental visual broadcasting (television), experimental relay broadcasting, other experimental broadcasting and general and special experimental services having to do with the development of apparatus for any service assigned to the Broadcasting Division.

One of the first moves of the Broadcasting Division, it was indicated, may be in connection with proposals for a "horizontal increase" of power for stations in the regional category. The maximum night power on regional channels is 1,000 watts, with daytime power limited to 2,500 watts. Many of the some 250 regional stations, however, use power as low as 250 watts. Commission engineers, it was learned, are considering a plan whereby the maximum regional powers would be more or less uniformly applied, on the theory that if all stations on a given channel are increased in power simultaneously, the interference level will remain constant.

Local Station Plan

THE BROADCASTING Division also has before it some two score applications for new local stations in various parts of the country, filed pursuant to the provision in the Communications Act amending the Davis amendment and under which additional 100-watt stations may be licensed without regard to the Davis amendment or the Commission's quota system if their operation will not cause interference with other stations. Its plans with respect to these applications have not yet been formulated.

Expected appointments to the dozen still open executive posts on the Commission, paying $7,000 a year and upward, have not materialized, and likely will be held in abeyance for another fortnight. Officially, it was stated the Commission desires to give fullest possible consideration to candidates in order that the best qualified men will be selected. In some quarters, however, it is indicated that political factors must be considered and that the selections will be held up until Postmaster General Farley, administration patronage dispenser, returns from the Pacific coast about Aug. 11.

The jobs include those of chief engineer at $9,000, now held by Dr. C. B. Jolliffe, chief engineer of the former Radio Commission

and an outstanding scientist who has been practically unanimously indorsed by the profession; directors for each of the three divisions, paying not more than $7,500; three assistant chief engineers and three assistant general counsel, each paying $7,500.

Meanwhile the list of candidates for these posts has expanded greatly. Engineering candidates for the most part have not confined themselves to applications for a single assignment but have made their petitions interchangeable for such jobs as chief engineer, assistant chiefs or directors of one of the three divisions.

Listed as new candidates for chief engineer are Humphrey Sullivan, of Madison, Wis.; Robert R. Herndon, of Oklahoma, and T. S. Brickhouse, of Washington, former world's champion telegraph operator. Each claims substantial political endorsement, and each appears to be a candidate for a subordinate post also.

Virtually assured of appointments as assistant chief engineers are Lieut. E. K. Jett, at present serving in that capacity as a carryover from the old Commission, and Andrew D. Ring, now principal broadcast engineer, who is practically certain to be assigned to the Broadcasting Division. Among other candidates for such assignments are Lieut. Comdr. E. M. Webster, radio chief of the U. S. Coast Guard; A. J. Bryant, of Nashville; Comdr. William Justice Lee, Naval Reserve communications officer, also a candidate for director of either the broadcasting or telegraph division; W. L. Fulton, of Washington, former evaluation officer of the I. C. C.; Henry Ladner, of Jersey City, formerly with the A. T. & T. Co., and Samuel T. Price, of Paulding, O.

Lawyers Seek Jobs

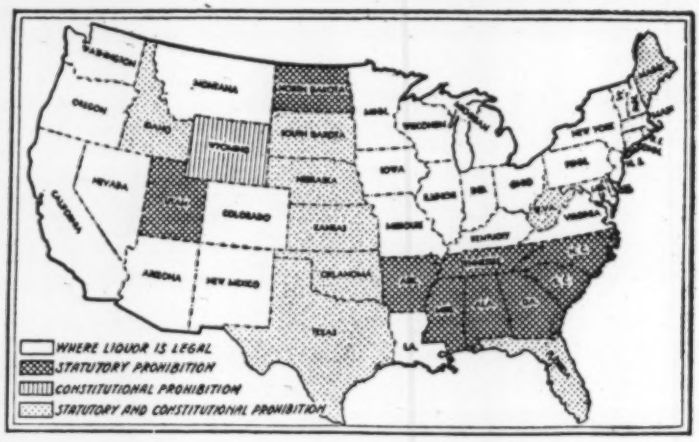
SINCE the appointment on July 11 of Paul D. P. Spearman, as general counsel, a dozen candidates have been listed for assistant general counselships. George B. Porter, who served as acting general counsel of the Radio Commission, is regarded as a likely appointee, with assignment to broadcasting. Another candidate believed to be assured of appointment is Albert Stephan, I. C. C. examiner, who had much to do with the drafting of the Communications Act while acting as clerk of the Senate Interstate Commerce Committee. Highly regarded and strongly endorsed for the third post is Miss Fanney Neyman, of Montana, veteran Commission attorney who handled practically all of the old Commission's court litigation for more than a year.

Other candidates include John Wesley Weekes, of Georgia, Commission attorney; Andrew G. Haley, of Washington state, Commission attorney; Frank Robertson, of New York; James J. Laughlin, of Washington; A. Blaine York, of Washington, and Matt Mahorner, Jr., of Mobile, Ala.

Candidates specifically seeking the post of director of broadcasting include Capt. Roger W. Yoemans, of California, former Signal Corps officer, and until 1932 in charge of radio lines for A. T. & T.; Paul DeH. Reed, of Frederick, Md., former newspaperman and formerly with CBS; Comdr. Lee; Harmon D. Deal, of Elkins Park, N. J., and Gerald V. Moore, of Baltimore.

Seeking other directorships are A. G. Patterson of Alabama, formerly president and chief investigator of the Alabama Public Service Commission; William H. O'Brien, of Massachusetts; W. G. H. Finch, chief engineer of the Hearst radio subsidiaries; Christopher J. Walbran, of New Jersey; Robert Bartley, of Texas; Ray Hall, of New York; Walter M. O'Loughlin, of Terre Haute, Ind., and W. T. Powell, of New York.

Three of the seven commissioners—Brown, Case and Payne—already have announced appointments of their assistants, who, under the law, are non civil-service and draw $4,000 annually. Col. Brown has named Joseph E. Keller, of Dayton, a 27-year-old lawyer and former newspaper man. Gov. Case named Henry M. Barry, former newspaper man and former secretary to Senator Le Baron B. Colt of Rhode Island and to Senator Hiram Bingham of Rhode Island. He was graduated from Brown University in 1894. Mr. Payne named Abraham Miller, for the last 20 years with the New York office of the Collector of Internal Revenue.



From the New York Times

LIQUOR MAP OF U. S.—Twenty-nine states have legalized the sale of intoxicating liquors, according to this map in which the position of each state on the question of liquor sales is indicated by the various shadings.

Strikes Cripple Network Service on West Coast

NETWORK program service from the Pacific coast was seriously curtailed for several days during July because of strike conditions and the walkout of union musicians from studios in sympathy with the longshoreman strikers, according to reports from the strike area.

Some sponsored programs were cancelled when the staff orchestras quit, and in other cases dramatic programs were used to fill in. In addition, local coastal stations were forced to fill in their hours with non-musical programs or transcriptions and recorded features.

With the settlement of the general strike in mid-July, normal network and station musical operations were resumed.

HISTEEN Corp., Chicago (Histeen hay fever remedy), will begin spot announcements on 20 midwest stations on August 1. The account is handled by Ruthrauff & Ryan, Chicago.

Sykes Asks Cooperation Of Industries With FCC At Dinner for Members

A PLEA for cooperation of the broadcasting, telephone and telegraph industries with the Federal Communications Commission was made by Chairman E. O. Sykes in a short address to the Washington radio and communications fraternity at an informal dinner in Washington July 17. The dinner, at which members of the FCC made their first public appearance since organization of that agency last month, was given in honor of the personnel of the Commission.

Judge Sykes pointed out that the FCC is embarking upon a pioneering task and that it must move cautiously in devising methods of regulation. He denied that there is any governmental censorship of radio or of the press and said that such an idea could be banished from the minds of everyone insofar as the functions of the FCC are concerned.

The six other members of the FCC made brief addresses in response to introductions to the 60 guests by William Hard, eminent journalist and radio commentator, who was toastmaster. Among other honor guests were Col. M. H. McIntyre, secretary to President Roosevelt, and former Radio Commissioners Harold A. Lafount, Ira E. Robinson and J. H. Hanley, each of whom made brief talks. Paul D. P. Spearman, general counsel of the new Commission; Dr. C. B. Jolliffe, chief engineer; and Herbert L. Pettey, secretary, also were honor guests.

Arrangements for the dinner were handled by BROADCASTING MAGAZINE.

Tony Wons' Big Hookups

TONY WONS goes on split NBC-WEAF hookups September 2 in a new feature, "House by the Side of the Road," with music and drama, sponsored by S. C. Johnson & Son, Racine, Wis. (floor and auto wax and cleaner). The program is scheduled for Sundays, 4:30-5 p. m., on 13 stations, with repeat at 5:30-6 p. m. for the remaining 40 stations, including the NBC-KGO network. Needham, Louis & Brorby, Chicago, handles the account.

Radio Advertising Gains 3.8% in May

Beverage, Department Stores, Auto Budgets Increase

BROADCAST advertising over networks and stations gained 3.8 per cent in May over April and amounted to $6,922,395, according to the monthly NAB survey made by Dr. Herman S. Hettinger, of the University of Pennsylvania. The May total fell just below the March high point of the year.

National network declines were less than usual for this time of year, whereas individual station revenues increased 9.7 per cent due to seasonal and partly to cyclical reasons. Local station advertising rose 21.3 per cent.

High Power Stations Gain

STATIONS in 5,000-watt class and above gained 11.7 per cent in revenue, and all stations except those in the 100-watt class made increases over April returns. Electrical transcription volume fell 15.9 per cent due to national spot declines, while live talent value rose 25.3 per cent, marked gains occurring in both the national spot and local fields.

Among the largest gains in the fields of sponsorship were in beverage advertising, which rose 23.1 per cent, and department and general store advertising, which gained 18.8 per cent. The automotive industry increased its national spot business 60.7 per cent, while amusement advertising, almost exclusively local, rose 66.4 per cent.

Advertising Classified

A CLASSIFICATION of the total broadcast advertising volume for April and May follows:

Class of Business	*Gross Receipts—April*	*May*
National networks..	$3,739,719	$3,728,481
Regional networks..	61,888	44,559
Individual stations..	2,868,350	3,149,090
Total.....	$6,669,957	$6,922,395

Non-network advertising by types of rendition follows:

Type of Rendition	*Gross Receipts for May Nat'l spot*	*Local*
Electrical transcriptions	$580,788	$149,104
Live talent programs	600,370	835,781
Records	1,310	45,351
Spot announcements	296,658	639,728
Total.....	$1,479,126	$1,669,964

National spot advertising declined about 1 per cent from April to May, dropping from $1,491,770 to $1,479,126, whereas local advertising rose from $1,376,580 to $1,669,964 or 21.3 per cent.

WOR Installs 50 Kw.

WITH a three-fold coverage increase expected, installation of WOR's new 50,000-watt station at Carteret, N. J., was begun July 23 under direction of J. R. Poppele, chief engineer, and with a crew of 60 mechanics and technicians. The new Western Electric transmitter will be ready to go on the air in late November. An expenditure of $300,000 is said to be involved in the transmitter, site, building and antenna array. Two towers, 385 feet high, will be erected. The site covers 34 acres. Architects are Voorhees, Gemelin and Walker of New York. Mahoney-Troast, Passaic, N. J., are the contractors.

A Program That Selects Its Own Sponsors

By DR. WILLIAM I. FISHBEIN

Bundesen Hour Is Conducted by Chicago Health Leader; 'Magazine of Air' Combines Many Radio Features

PROBABLY no other radio program on the air is more choosy in the selection of its sponsors than the Bundesen Hour on WLS. In fact, it's likely the only program that has reversed the custom of the advertiser picking his program. Only three out of ten large food companies who desired to participate in the program were accepted by Dr. Bundesen, president of the Chicago Board of Health, after he had agreed to manage the feature. The commercial phase of the daily broadcast has been reduced to a minimum; yet the participating advertisers report increased business that can be traced directly to the WLS feature.

IT MAY sound evangelistic to say that any radio program is, primarily, a program of service and, incidentally, a commercial program.

It may seem incredible for a radio program to sponsor the products of the companies associated with it, rather than be sponsored by those companies.

It may seem equally incredible that a number of companies should contract for a solid year's broadcasting, consisting of 260 full one-hour programs, without either an audition or a manuscript of a sample program.

"Magazine of the Air"

YET, that is precisely the story behind the Bundesen Hour which is broadcast from 9 to 10 o'clock every morning, except Saturdays and Sundays, from WLS, Chicago. The program is subtitled "Your Daily Magazine of the Air," and it presents some 14 distinct features, including an editorial, a dramatized review of the day's news, dramatized talks on adult and child health, serialized fiction, music and various other features, all edited and presented by Dr. Herman N. Bundesen, president of the Chicago Board of Health.

Here is the story behind the Bundesen Hour. A little more than a year ago Ralph Kemp, of Kemp Brothers Packing Company, found himself faced with the difficult problem of introducing a new product into the Chicago market—Sun-Rayed Tomato Juice. Chicago's consumers had heard a lot about tomato juice from many manufacturers; how then was he to introduce a new product into this field? Mr. Kemp discussed the problem with a Chicago advertising executive, and together they evolved the idea of a program which would serve, in a sense, as a radio food watchman, examining and frankly broadcasting the merits of no particular food but, rather, of all foods.

Logical Leader

THE ONE person in Chicago who, by reputation and record, was eligible to be the leader in this health crusade was Dr. Herman N. Bundesen, president of the Chicago Board of Health. He was responsible for an unparalleled system of parent education in caring for children and an acknowledged public health leader.

Mr. Kemp immediately set about interviewing other manufacturers and packers of food products who might be interested in such a program. With little difficulty he persuaded ten large companies to ask Dr. Bundesen to present the program.

Dr. Bundesen made careful tests of the products submitted for participation on the hour. The first requisite he established was that these foods must have the acceptance of the committee on foods of the American Medical Association. The second requisite was that all these foods comply with the newer requirements of nutrition; that is, that they fall within the class of the so-called protective foods. Following this survey, only three of the petitioners were accepted for the year's program. These three were Kemp's Sun-Rayed Tomato Juice, Dean's Vitamin D Evaporated Milk and bananas.

Complete Entertainment

NOT UNTIL after the commitments for the year's broadcast had been received was any thought given to the nature of the program. Dr. Bundesen had been petitioned to present a program. None of the three petitioners who were accepted expected to see a program made up of some 14 features and presented by some 19 musicians and actors. They did not expect a program written by four authors. They did not know they were going to receive a program which was to combine the essentials of all other sucessful radio programs plus the added features of newspapers and magazines into a distinct hour's presentation. That was Dr. Bundesen's idea; to give the listener, in a single turn of the dial, all the elements of complete entertainment.

The program was possibly the first to go on the air with a distinct editorial policy. Dr. Bundesen heads an editorial board which has functioned daily now for ten months. Whether it be on the Nazi situation in Germany, the NRA in the United States or the nature of the commercial credits for the next week, the Bundesen Hour has a definite editorial policy.

This is its commercial policy. Although many food products have petitioned for participation on the hour, the same two requisites laid down by Dr. Bundesen of the original petitioners still remain. First, A. M. A. acceptance; second, that the foods come within the newer knowledge of nutrition and that they be protective foods.

SCANNING THE SCRIPT—Here is a typical meeting of the editorial board of the "Bundesen Hour," broadcast from WLS, Chicago. every morning except Saturday and Sunday, from 9 to 10 o'clock. Left to right are Dr. William I. Fishbein, author of this article; John Welch, continuity editor; Herbert S. Futran, director of the program; Dr. Herman N. Bundesen, president of the Chicago Board of Health and editor-in-chief, and Hayden Roberts, news editor.

Commercial Credit

ON THE FIRST day of the program, this was the nature of the commercial credit:

"Each day we mention certain food products. Through our mention of them, we call to your attention that they are of the highest quality and are deserving of a place on every table. We do not and will not give you long, drawn out commercial announcements. These are the food products sponsored by the Bundesen Hour: Kemp's Sun-Rayed Tomato Juice, Dean's Vitamin D Evaporated Milk, and bananas."

In all, there were two minutes of commercial credit in an hour's show! There was not and never has been any direct selling; no pleas for carton tops in return for which, etc.; no pleas for the listener to rush to the corner market and buy the products.

Such a commercial policy, of course, was a daring move, if for no other reason than that it had never been tried before. Would the public respond? This was ten months ago, before other broadcasters began to heed the public wails about over-drawn and over-done commercials. Would a public already calloused against commercial credits pay any attention to these unorthodox, informative announcements.

Some Change in Credits

THERE WAS some whispered comment among radio people that the hour would, after its first few broadcasts, revert to the conventional bally-hoo, pressure selling. As a matter of fact, there have been certain minor changes in the nature of the commercial credits, but there has not been any change in the requirements of no direct, pressure selling and no premiums to listeners.

In its present form, the hour has the following commercial credits:

A recipe, utilizing one of the sponsored products; mention of a pertinent fact about the other two products, each mention limited to five lines of copy; each sponsored product *mentioned* three times during the hour.

The length of time allotted to commercial announcements during the program remains the same as it was on the opening day. The emphasis is on the benefits and advantages of these products, rather than on pressure selling.

Public Shows Appreciation

DOES the public respond to this form of commercial handling? In one week, the Bundesen Hour asked its listeners, "Do you want this program to continue?" There were no premiums and no inducements

(*Continued on page* 31)

Commercial Continuities Held 'Questionable' in FTC Survey

With 100,000 Scripts on Hand, Commission Gives Stations Respite from Sending Copy

COMMERCIAL continuities of a "questionable" though not necessarily unlawful character, covering a wide variety of commodities advertised by radio, have been culled from some 100,000 scripts already submitted to the Federal Trade Commission by stations, networks and transcription companies for its enlarged survey of all advertising.

Selected from the first review of the scripts by clerical experts, these commercial credits now are being scrutinized by the Commission's Special Board of Investigation. In this process many of them will be dropped as passing muster, while the remainder will be examined with infinite care to determine whether the advertisers sponsoring the programs should be sent the customary questionnaires and afterward hailed for preliminary hearing.

Variety of Advertisers

PURSUANT to FTC policy, the identities of the advertisers are not divulged. It was learned, however, that the majority of the continuities relate to spot programs, and cover many products, including proprietary medicines, mechanical appliances and numerous other articles and services. A report that a large toothpaste concern had been cited was denied. About a year ago, it was said, one such company entered into a stipulation with the Commission to cease using certain descriptive language in newspaper and periodical advertising.

These new "questionable" continuities are not to be confused with the 10 cases of radio advertisers set for preliminary hearing a fortnight ago by the Special Board, it was pointed out by E. J. Adams, chairman. Several of the preliminary hearings were held behind closed doors, and in other cases, postponements were authorized on applications of the advertisers. (See July 15 issue for details.)

With nearly 100,000 scripts on hand to be examined and analyzed, and with its work in connection with periodical and other advertising necessarily going forward, the Commission is notifying all independent stations to discontinue sending script until further notice. Networks and transcription companies, however, are not affected by the new order. Up to July 25 the Special Board had received a total of 82,320 continuities, and it was estimated that the 100,000 mark would be reached prior to Aug. 1.

Text of Letter

THE LETTER, approved by the Commission July 25, is as follows:

You may discontinue sending copies of commercial continuities upon receipt of this notice.

We have sufficient to serve our present needs, but will ask you later, and from time to time thereafter, to send such continuities for short periods.

We thank you for your splendid cooperation, and hope our efforts to purge radio advertising of false and misleading statements, claims, and representations will be a helpful service to you as well as protection for the buying public.

Chairman Adams explained that with the continuities on hand from stations, the Commission feels it has an adequate cross-section of "summer" program continuities. It will continue to receive continuities from networks and transcription companies, however, just as it continuously surveys periodical and other advertising.

It is probable that stations next will be called upon to submit continuities covering perhaps a two-week period, beginning in the fall, and then to adopt a regular seasonal sample plan of submission. Commercial programs, the Commission believes, change more or less seasonally with different appeals to listeners.

Friends Think Dill Will Run for Seat

DESPITE his formal announcement that he will retire from public life this year, friends and Congressional associates of Senator Dill (D.), of Washington, co-author of the Communications Act of 1934, confidently expect to see him back in his old place when Congress convenes next January. Senator Dill does not have to register for the Democratic primaries until Aug. 11, and it is believed that he will be prevailed upon to run for reelection. The primaries are on Sept. 11 and the election is in November.

On July 11 Senator Dill announced that he would not be a candidate for reelection this fall but would return to private business. He added, however, that if some important public issues which required the services of an experienced Senator developed, he might decide to seek reelection.

He has said repeatedly that if he decided to retire from the Senate he might organize a nation-wide radio press association to furnish news to broadcasting stations.

Raleigh Extends Spots

THE SERIES of one-minute transcriptions made by WBS, sponsored by Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes), originally booked to run from July 2 to July 31 on 20 stations, has been extended through August. The same lineup of stations will be used. Batten, Barton, Durstine and Osborn, New York, handles the account.

WSVA at Staunton, Va.

WSVA is the call assigned the new 500-watt daytime station at Staunton, Va., authorized by the ex-Radio Commission to operate on 550 kc. Marion K. Gilliam, of New York, former part owner of WMCA, is the licensee.

Socialists as Sponsors

BELIEVED to be the first contract of its kind ever signed, the Milwaukee county committee of the Socialist Party has placed a 52-time schedule of 15 minutes each Sunday noon over WTMJ, Milwaukee, according to Walter J. Damm, manager. The program is not for political vote-getting, but is designed to expound the basic theories and philosophies of the Socialist Party. Full card rates are paid.

Earl D. Jencks Named WRHM General Manager

Mr. Jencks

EARL D. JENCKS, of St. Paul, former newspaper man and for the last several years associated in executive capacities in stations in Minneapolis and St. Paul, has been appointed general manager of WRHM, Minneapolis, recently acquired by the *St. Paul Dispatch* and *Pioneer Press* and the *Minneapolis Tribune*. Prior to entering radio with KSTP, in 1928, Mr. Jencks was a member of the editorial staffs of the papers which now own WRHM. Simultaneously, announcement was made by the management of WRHM that Free & Sleininger, radio station representatives, had been appointed national representatives for the station.

WCAU May Direct KYW When in Philadelphia

NEGOTIATIONS are under way for the possible operation of KYW, shortly to be moved from Chicago to Philadelphia under a grant from the old Radio Commission, by the operators of WCAU, Philadelphia. The deal, still in its formative stages, contemplates the use of the present elaborate WCAU studios for KYW also, although WCAU would retain its CBS affiliation and KYW would be linked with NBC.

KYW is now operated by the Hearst interests in Chicago under lease from Westinghouse, for which the WCAU operators would also conduct it. Its new transmitter at Whitewood, about 10 miles northwest of Philadelphia, is now in course of construction and is scheduled to be ready by Nov. 1. No studios are being built. It operates on the clear channel of 1020 kc. with 10,000 watts.

Butterworth Joins Agency

WALLACE BUTTERWORTH has joined the New York office of Stack-Goble Advertising Agency as radio director. For five years he was an NBC announcer, the first year in New York and the balance of the time in Chicago, and recently he has been freelancing in the production of programs. Most of the shows with which he has been associated recently, including Molle, have been for Stack-Goble.

ABS Forming Staff For Early Opening

McMurtrie to Direct Programs; Leslie Fox Quits WMCA

WHILE withholding any announcement regarding new station affiliations, rate structure and other pertinent data, George B. Storer, president of the newly formed American Broadcasting System and operator of WMCA, New York, is methodically building up his organization consistent with his plan to launch the project formally by the middle of August.

Mr. Storer on July 23 announced the appointment of Burt McMurtrie as director of program operations of ABS, effective Aug. 5. Mr. McMurtrie was formerly director of the commercial program department of CBS and is well known in radio circles. Another staff addition is William F. Melia, former WMCA announcer, whose duties will be concerned with remote control and special event broadcasts.

Fox Quits WMCA

RESIGNATION of J. Leslie Fox as vice president in charge of sales of WMCA, also was disclosed. Mr. Fox, formerly general manager of KFH, Wichita, Kans., and afterward commercial manager of WSM, Nashville, joined WMCA in May. His immediate plans are not known. Mr. Fox's job is being taken over temporarily by Karl Knipe, ABS sales manager. A new appointment probably will be made shortly.

That WGN, Chicago, operated by the *Chicago Tribune*, will not become an ABS outlet was stated in an announcement by the management of that station July 20. It was said that while there had been conversations to that end, WGN, after full consideration, decided against such an association at this time. It was said further that WGN had received propositions from several outside interests to participate in a mutual chain operation. Foremost among these, it was declared, is the Quality Group, hooked up occasionally for special national commercials and including WOR, WLW, WJR and WGN.

WGN Explains Attitude

"THE ONLY THING WGN can be interested in from a chain standpoint," the management stated, "is an additional sustaining and a few commercial programs of exceptional quality. Extensive chain programming will not offer to WGN at this time as much as it is able to make from its own programming activities. WGN is not opposed to good network broadcasts, but during its past affiliations with both of the major networks they have always wanted to give WGN more programs than it wished to take."

WKZO Appoints

APPOINTMENT of Free & Sleininger as national representatives for WKZO, Kalamazoo, was announced July 16 by John E. Fetzer, president and manager of the station. The appointment becomes effective Aug. 1.

NAB Program Denotes Big Meeting

Open Session of Code Authority to Follow Convention; Speakers List Includes Sykes, Dill, Davis and Hard

PORTENDING the biggest convention in the dozen years of NAB history, a tentative program for the annual meeting of the broadcasters to be held in Cincinnati, September 16 to 19, has been drafted to cover every business and regulatory problem that has developed during the last year. Simultaneously, the Code Authority for the radio broadcasting industry announced that a membership meeting of stations subscribing to the NRA code will be held September 20 in the same city, immediately following the NAB sessions.

At the code meeting an open forum discussion of all provisions of the code, which has been operative since last December, will be held. The code now has 450 subscribing members in good standing. Entirely apart from the NAB sessions, it is assumed this meeting will deal with such matters as the trade practice provisions of the code, station rate structures, wages and hours for technicians and other matters over which controversy or discussion has developed. It will be the first open meeting since the code became effective.

NAB Has New Problems

THE NAB convention will overshadow any of its predecessors, the tentative program indicates. There will be the perennial issues, of course, such as copyright, station representation, coverage surveys and longer term licenses for stations. With a new government body regulating radio, and with the Federal Trade Commission surveying program continuities to eliminate the fraudulent and misleading advertising, however, entirely new topics will come up also.

Of significance, it is expected, will be detailed consideration of programs for the first time. As numerous advertiser and agency officials are expected to be present, a definite place on the agenda has been assigned to this discussion. The moot question of educational programs will be considered from all angles. Dr. John W. Studebaker, of Des Moines, who assumes office as U. S. Commissioner of Education on Sept. 1, has been asked to lead this discussion.

Virtually all of the actions and discussions of the NAB commercial section meeting held in New York in June will come into the open during the NAB sessions. These relate almost entirely to station, advertiser and agency relations.

Net-Station Relations

NETWORK trade practices and how they affect affiliated stations —a problem of moment raised at the New York meeting—also has a tentative place on the program, although the feeling prevails among some stations and the networks that this problem resolves itself into contractural relationships between networks and stations and does not properly belong on the NAB program.

The new FCC looms as of more than casual importance because that agency, under the Communications Act of 1934, is called upon to submit to Congress, by Feb. 1, 1935, a report covering broadcasting and proposed amendments to the law. It was ordered specifically to study the proposal that Congress allocate fixed percentages of facilities to religious, educational and other so-called non-profit organizations. It is entirely possible that the FCC in its report will comment upon commercial broadcasting generally, in view of the agitation on that score.

Membership Committee

THE TENTATIVE programs for the convention, headquarters of which will be at the Netherland-Plaza Hotel, was drafted by Edwin M. Spence, WPG, Atlantic City, general chairman of the convention committee, and Philip G. Loucks, NAB managing director. A national convention committee, to assist Mr. Spence and Mr. Loucks has been named, and upon it will devolve the function of bringing new members into the NAB prior to the meeting. The membership now totals approximately 380.

Membership committee comprises: E. A. Hanover, WHAM, Rochester, N. Y.; Edgar H. Twamley, WBEN, Buffalo; LeRoy Mark, WOL, Washington; C. T. Lucy, WRVA, Richmond; Warren P. Williamson, Jr., WKBN, Youngstown, O.; Roy F. Thompson, WFBG, Altoona; E. K. Cargill, WMAZ, Macon; Hugh A. L. Halff, WOAI, San Antonio; George T. Bishop, WAML, Laurel, Miss.; Glen Snyder, WLS, Chicago; D. E. Kendrick, WKBF, Indianapolis; Rev. James A. Wagner, WHBY, Green Bay, Wis.; Arthur F. Kales, KECA, Los Angeles; Philip G. Lasky, KDYL, Salt Lake City, and Rogan Jones, KVOS, Bellingham, Wash.

The convention will open Sunday, Sept. 16, with the NAB golf tournament for the BROADCASTING MAGAZINE trophy. Powel Crosley, Jr., president of the Crosley Radio Corp., which operates WLW, is in charge of local entertainment and arrangements.

Among the speakers invited to the first session on Monday, Sept. 17, are Chairman E. O. Sykes of the FCC, who will discuss the new Commission and the new law; Senator C. C. Dill, of Washington, chairman of the Senate Interstate Commerce Committee and co-author of the new Communications Act; Sol A. Rosenblatt, division administrator of the NRA, who originally was in charge of the broadcasting industry code, and William Hard, internationally known journalist and radio commentator, who will discuss "Radio and Human Liberty." Alfred J. McCosker, president of WOR and NAB, will preside and deliver the opening address.

The Monday afternoon session will be devoted to NAB business, with Mr. Loucks presenting his annual report. The engineering section, of which Joseph A. Chambers, technical supervisor of WLW, is chairman, afterward will present its report. J. C. McNary, engineering expert of the NAB, will review technical radio developments and give his observations of trends in broadcasting from the engineering viewpoint.

To Talk on FTC Probe

COMMISSIONER Ewin L. Davis, of the Federal Trade Commission, a former member of Congress and author of the controverted Davis equalization amendment, has been invited to address the morning session on Tuesday, Sept. 18. He has taken the lead in the FTC's survey of radio advertising, which is an extension of its activity in checking newspaper and magazine advertising. Among other things, he is expected to discuss the so-called Tugwell food, drugs and cosmetics bill which his agency opposed as unnecessary and as a usurpation of the powers over false and misleading advertising held by the FTC.

John Shepard, III, vice president of the NAB and chairman of the Code Authority, is scheduled to speak at this session in the latter capacity. He is expected to review operations of the code and to point out its defects as well as its merits.

Members of the American Association of Advertising Agencies, Association of National Advertisers and Advertising Federation of America, have been invited to participate in the commercial section meeting which will follow the addresses. It is at this session that the score of proposals, resolutions and motions proposed at the AFA meeting will be considered. Arthur B. Church, KMBC, Kansas City, is chairman of the section.

Election of Officers

THE TUESDAY afternoon session will be devoted largely to programs and program development. Reports of various committees, including the legislative, cost accounting, tax, and television, will be submitted by the respective chairmen and opened to discussion. Election of officers and of directors whose terms expire will follow. The election will cover the posts of president, now held by Mr. McCosker; first vice president, held by Leo J. Fitzpatrick, WJR, Detroit; second vice president, held by Mr. Shepard, and treasurer, held by Isaac D. Levy, WCAU, Philadelphia. With the exception of Mr. Levy, who was elected last year, these officers have served two years.

Directors whose terms expire after three years' service, are Henry A. Bellows, CBS vice president; E. B. Craney, KGIR, Butte, Mont.; Walter J. Damm, WTMJ, Milwaukee; Quin A. Ryan, WGN, Chicago, and W. W. Gedge, WMBC, Detroit. C. W. Myers, of KOIN, Portland, Ore., who was designated last year by the board to fill the unexpired term of Leo B. Tyson,

(*Continued on page* 36)

16 Canadian Stations Will Be Shifted Sept. 1 as Move to Improve Reception

By JAMES MONTAGNES

AGAIN in an effort to improve radio reception in Canada, broadcasters in the Dominion are to undergo a shift in frequency allocations Sept. 1. Sixteen stations in the entire nine provinces of the Dominion are being switched, and Canada's Radio Commission makes the change on the strength of a checkup made last autumn.

"The Commission has made a very complete study of the coverage of various stations," the official announcement states. "This work has been carried out whenever possible by means of field strength measurements made on the ground, but where such data has not been available a careful check has been made on continuous reception reports as received from inspectors and listeners throughout the districts."

Changes have been made along five general lines. Stations of 1 kw. and over have been given the lower frequency channels below 1,000 kc. Stations of 100 watts and under serving local areas have as a rule been allocated channels above 1,200 kc.

Low power stations in particularly isolated localities or in sections where transmission is difficult, have been given channels below 1,000 kc. Low power stations giving intermittent and experimental services are to be located between 1,500 and 1,600 kilocycles, and stations below 100 watts without crystal control equipment have been placed on channels between 1,450 and 1,510 kc.

The wholesale reallocation of frequencies may have more behind it than merely improving listening conditions, for some of the stations being changed this time were changed at a previous shakeup on the same grounds. It would appear that Canada's Commission is showing that no station has vested rights on any channel.

List of Changes

FOLLOWING is a list of the frequency changes to go into effect Sept. 1:

MARITIMES	
CFNB, Fredericton	1030 to 550
CHNS, Halifax	1050 to 930
CJCB, Sydney	880 to 1240
CHSJ, Saint John	1210 to 1120
CHGS, Summerside	1120 to 1500
QUEBEC	
CRCQ, Quebec	930 to 1050
CRCS, Chicoutimi	1500 to 950
ONTARIO	
CKLW, Windsor	840 to 1030
CKNC, Toronto	1030 to 1420
CRCT, Toronto	960 to 840
WESTERN PROVINCES	
CJOC, Lethbridge	840 to 1230
CFQC, Saskatoon	1230 to 840
CKY, Winnipeg	780 to 960
BRITISH COLUMBIA	
CJAT, Trail	1200 to 910
CKOV, Kelowna	1210 to 630
CFJC, Kamloops	1310 to 880

Pacific Coast Advertising Meet Featured by Radio Discussions

Kobak, Gilman and Jansky Declare the Industry Has Reached Crucial Stage in Its Growth

By WATSON HUMPHREY

THE PACIFIC coast advertising industry has become radio conscious. This was well demonstrated at the radio departmental of the Pacific Advertising Clubs Association convention which met in Portland July 10 to 13 inclusive, for the radio session was declared to be the highlight of the entire annual meeting and rightly so.

On the program were Edgar Kobak, vice president in charge of sales of NBC and president of the Advertising Federation of America; Don E. Gilman, NBC vice president and executive head of the western division, San Francisco; and Cyril M. Jansky, consulting engineer and head of Jansky & Bailey, Washington. Approximately 250 delegates attended the radio session.

Jansky Strikes Keynote

ACCORDING to Walter W. R. May, of Portland, retiring president of the Pacific Advertising Clubs Association, the radio departmental was one of the outstanding sessions from the standpoint of subject matter, entertainment, and interest of those who attended — the delegates got what they wanted to hear.

The radio session opened the morning of July 12 with Paul R. Heitmeyer, manager of KGW and KEX, Portland, as chairman. The first speaker, Mr. Jansky, set the theme of the meeting when he declared that the radio industry is now in the stage of critical analysis.

"We have passed the stage of early scientific experimentation," he said, "and have gone through the period of rapid commercial exploitation. Now radio is entering the third stage and is facing entirely new conditions. We must show effectiveness of coverage."

Mr. Jansky discussed the factors which govern radio coverage and brought out the fact that signal strength does not necessarily depend upon transmission power. He explained that lower frequencies are the most effective, citing the rather startling results of experimentation.

"Five hundred watts of power," he pointed out, "will give the same signal strength at a certain measured distance on 600 kilocycles as 50,000 watts on a frequency of 1,500 kilocycles. Power is not an index of radio station coverage."

Proof Now Needed

MR. KOBAK next took up the discussion and supplemented Mr. Jansky's talk with further emphasis upon the need for factual information about radio coverage.

"Nothing ever got business as fast and as easily as the broadcasting industry," he said, "but now the time has come when we face hot competition. We may no longer depend upon the newness of the industry or the satisfaction of the advertiser's ego to get business. We have to prove that radio sells."

Mr. Kobak explained that radio really does sell, that it does an excellent job of selling and is able to cut the cost of distribution, but that the industry's reputation has been injured by advertisers who expect tremendous results overnight. His advice was to sell radio as a continuous effort and discourage the advertiser from checking up on results the next day after a broadcast.

He also counseled radio station executives to treat good sustaining programs as a newspaper does its editorial page.

"You couldn't buy the editorial page of a newspaper," he added. Radio, too, has an editorial function. We have been too prone in broadcasting to sell good sustaining programs that have built up mountains of good will. There should be some of the best programs on every station every day that contain no advertising. That is the editorial duty of radio."

Mr. Gilman concurred with the statements made by Mr. Jansky and Mr. Kobak and added that radio now stands on the threshold of tremendous development.

"At last we are able," he told the convention, "thoroughly and successfully to prove circulation. Radio has now come of age, but that does not mean that it has grown up and matured. We hope that the radio industry will never become staid and matured, and always lend an ear to new ideas."

Entertainment was provided by members of Ted Fiorito's orchestra, playing a theater engagement in Portland, and by staff members of KGW and KEX under direction of Larry Allen, assistant manager.

Local Contests Staged For Campbell Soup Lady

UP TO AUGUST 1 all but a few of the local elimination contests for a singing actress to play opposite Dick Powell in the Campbell Soup Company's "Hollywood Hotel" programs, scheduled to start this fall on one of the biggest CBS hookups in history, had been completed. The next step will be the regional contests to be held in New York, Boston, Pittsburgh, Washington, Atlanta, Chicago, St. Louis, Dallas, Denver, San Francisco, Seattle, and Montreal. Finals will be in the Columbia Radio Playhouse in New York, August 16 and 17.

Starting date of the program has not been announced, but it has been booked for a one-hour spot Fridays, 9:30-10:30 p. m., New York time, with Ted Fiorito's orchestra, El Brendel, and Louella Parsons, Hearst movie writer, included in the show. The account is being handled by F. Wallis Armstrong Co., Philadelphia.

WHJB is the call assigned to the new station at Greensburg, Pa., operating on 620 kc. with 250 watts, daytime. Originally the call WRDM had been allocated.

Chester H. Lang Named AFA President for '34, Succeeding Edgar Kobak

Mr. Lang

FOR the second successive year a practical broadcasting executive has been elected president of the Advertising Federation of America. Chester H. Lang, of Schenectady, manager of publicity and broadcasting activities for General Electric, was named July 19 to succeed Edgar Kobak, vice president in charge of sales for NBC, who now becomes chairman of AFA board.

Choice of Mr. Lang to head the advertising body marks his elevation from membership on its board of directors, to which he was elected at the 1933 convention in Grand Rapids. Mr. Lang is chairman of the research council of the Association of National Advertisers and an active member of its governing committee on cooperative analysis of broadcasting.

Mr. Lang was one of the "stars" at the Advertising Clinic, which was an outstanding feature of the recent AFA convention in New York. His contribution to the clinic, the "cast" for which included ten other nationally known executives, was a tribute to advertising as a selling force in the electrical manufacturing industry.

Mr. Kobak succeeds Gilbert N. Hodges, business manager of the *New York Sun*, as chairman of the board of AFA.

Chrysler Air-Conditioner

A GIANT advertising campaign, which will undoubtedly include radio, will be launched when the Chrysler interests are ready to market their new $175 air-conditioning unit which Walter P. Chrysler, Jr., first announced in New York the week of July 16. Mr. Chrysler announced the formation of the Temperature Corp. to market the product of the Amplex Mfg. Co., a division of Chrysler Motor Corp. J. Stirling Getchell, Inc., Detroit and New York agency, has been appointed to handle the advertising.

"Roxy" for Castoria

"ROXY" and a variety show of newcomers will make a sponsored bow on 51 CBS stations starting Sept. 15. Sponsored by the Centaur Co., New York (Fletcher's Castoria), the noted impresario S. L. Rothafel, formerly heard only on sustaining features on NBC, will be heard on CBS every Saturday night from 8-8:45 p. m., EDST. Young & Rubicam, New York, handles the account.

Cal-Aspirin's Hookup

CAL-ASPIRIN Co., Elkhart, Ind. (aspirin), has ordered a renewal of its special hookup of WGN, Chicago, and WLW, Cincinnati, for "Painted Dreams," serial carried daily except Sundays, 10:45-11 a. m., CDST. The renewal is effective August 6 to run for 13 weeks. The McCord Co., Minneapolis, handles the account.

Furniture Store's Out-of-Town Trade Increased by Radio

KGW's 'Covered Wagon Days' One of Oldest Programs

EARLY in 1931 the Gevurtz Furniture Co., Portland, Ore., decided to go on the air. Robert L. Redd, of KGW, prepared a half-hour dramatic script of pioneer life in the northwest entitled "Covered Wagon Days." It was auditioned and sold. On July 18, the 163rd "Covered Wagon Days" script went on the air.

This program, according to Sanford G. Brant, president of the Gevurtz Co., is outstanding as a successful merchandising radio broadcast. He attributes the continued success of the firm to "Covered Wagon Days," and pointed out that since the drama first went on the air, the out-of-town business has increased from only 8 per cent of the entire volume to more than 28 per cent, with a corresponding total increase in business.

Ask Listeners' Choice

A FEW WEEKS before starting "Covered Wagon Days," the Gevurtz Furniture Co. went on the air with a "Home Beautiful" feature and asked the listeners what kind of a program they wanted. The majority of answers favored a historical drama.

"Covered Wagon Days" is the story of the conquest of the unclaimed west of the 1850's. The caravan makes its weary way over plains and hills, following a trail that leads straight to the heart of that magic wilderness—the Oregon country. The 163 episodes have chronicled the pioneers' troubles, hardships, heartaches and joys.

Now one of the ten oldest radio dramas on the air, "Covered Wagon Days" will continue indefinitely. Its sponsors do not wish to drop it, nor could they, for its following is too great.

Produces Much Mail

TWO YEARS ago a daughter was born to one of the families in the play. To find a suitable name, suggestions from the listeners were solicited. More than 1,500 were submitted. More recently, the settlement started up a weekly newspaper and sought a name. This request produced more than 1,100 letters.

"Any good program must have real human interest," Mr. Brandt commented. "We know that 'Covered Wagon Days' has plenty of human interest, for we have proof on every hand that it has one of the greatest listening audiences in the northwest."

Considerable credit must go to the writer, Robert L. Redd, now a producer with NBC in San Francisco, who still writes the script. While Mr. Redd was with KGW he also directed the program. Now the direction is done by Charles Gerrard, who also takes a leading role, and the production is supervised by Archie Presby, KGW program manager.

WITH the removal of WHET from Troy to Dothan, Ala., the call of the station has been changed to WAGF.

Why Not a Radio 'Suburban Section'?

'Manchester Half Hour' on WTIC Seeks Suburban Mart; Feature Has Four Sponsors, Interested Audience

By JAMES F. CLANCY
Business Manager, WTIC
Hartford, Conn.

NEWSPAPER advertising managers have long realized the value of the home-town spirit even in suburban communities adjacent to cities and have capitalized on it by issuing "suburban sections." Mr. Clancy reveals that the same idea has been applied successfully to a radio program on WTIC. The idea was conceived by an enterprising theater man, who consequently has broken the jinx that haunted his movie house for four years. Three other suburban business houses join him in sponsoring "The Manchester Half Hour."

Mr. Clancy

WHY not a "Suburban Section" in radio, too? Our colleagues of the Fourth Estate have long recognized the paying value of the columns devoted to news from outlying communities. And we at WTIC are learning that it pays to pay a little attention to the suburbs.

Chiefly responsible for our personal awakening to the paying potentialities of outlying towns is a program we are broadcasting from the town of Manchester, about ten miles from WTIC studios in Hartford and about twice that distance from the WTIC transmitter in Avon. This broadcast, unique in several respects, has served as an eye-opener to future possibilities.

Manchester, like most of its many namesakes, is a manufacturing town. Its population totals about 20,000, and its industries are restricted almost solely to the manufacture of two nationally known products, Cheney Silks and Bon Ami soap. Its main street, exceptional for this section of the country, is wide enough to remind the visitor of a middle western town. On it is located its sole movie theater, from which, thrice weekly, emanates the WTIC presentation billed as "The Manchester Half-Hour."

Theater Man's Idea

THE MAN chiefly responsible for the origin and the success of "The Manchester Half-Hour" is George C. Hoover, manager of Warner Brothers' State Theater in Manchester. Mr. Hoover is a successful "follow-up" man whose specialty is the revivication of non-profitable picture houses. From Syracuse, N. Y., he came to Manchester ten months ago for the purpose of rescuing the local house from a sea of crimson ink. The idea of "The Manchester Half-Hour" came to Mr. Hoover about six months after his arrival in the town. He maintains that it took precisely 30 minutes of telephone conversation to enlist the financial cooperation of three of the town's leading business concerns.

The only question broached by any one of these concerns was, "Don't you think it's a little steep to buy time from a 50,000-watt plant?" Mr. Hoover's characteristic reply was that a project gone into in a half-way manner gives only half-way results. As a compromise, however, it was decided to buy time in the morning, when rates are lower. The results of the morning program during its first 13 weeks were such that when the contract was renewed for another 13 weeks, the program was transferred to the evening schedule.

The program is simplicity itself. The State Theater possesses a fine Hope-Jones Wurlitzer organ. Collin Driggs, whose organ recitals from a Hartford theater had already made him a popular WTIC broadcaster, is a Manchester resident. Put the two together, add a bit of "local talent" (it's all local talent in the Manchester broadcasts), and you have "The Manchester Half-Hour."

The firms cooperating with Mr. Hoover's theater include a furniture store (Watkins Brothers), a department store (J. W. Hale Co.), and a bakery (Mohr's). The results of their program have been most edifying, not only to themselves, but to the town itself. The furniture store reports that, although it has always enjoyed an enviable reputation throughout New England, its increase in out-of-town business within the past three months has paid its share of the broadcast expenses several times over. The department store, which has been in existence more than 80 years, asserts that it is receiving more business, both from the home town and from other localities, than it has experienced in four years. The bakery has added new trucks to its fleet in order to cope with the business it has built up throughout Connecticut within the past few months. When asked whether he wished to sign a new contract for 13 more weeks, the proprietor, who came to America only a few years ago from Germany, replied: "Why should I stop right in the middle of a job? We sell doughnuts by the dozen, not half-dozens."

Breaking a Jinx

MR. HOOVER'S theater is breaking a jinx that had haunted the house four years and which had made it the most unsuccessful of the entire chain of 68 Warner Brothers' theaters in New England. The red is now fast fading into pink, and within a few weeks Mr. Hoover expects to find a bit of black in his ledgers.

"Here's an odd thing," he comments. "We have a better house on the days we are on the air than we do on the days we put on a new show. We used to lose $50 to $100 on Tuesdays, Thursdays, and Saturdays, but we don't now."

His theater is even attracting out-of-town patrons, although many of its pictures have already been shown in the city before they reach Manchester. He has many times been called to the lobby to chat with patrons who have come from New York, Pennsylvania, Massachusetts, Vermont, and from states as far distant as Ohio and Wisconsin, all radio listeners who "wanted to see the place where the Manchester broadcasts come from." As a result of the broadcasts, his theater has established such good will among local residents that when he applied to the town selectmen for permission for an earlier Sunday opening hour, the request was granted and a commendatory editorial published in the local newspaper.

Draws Much Fan Mail

FAN MAIL elicited by the broadcasts averages about 400 letters a week, which speaks well of a program which contains no contests and no offers of souvenirs or prizes.

The theater has a seating capacity of 1,500. After they had heard the initial broadcast, nearly 1,000 Manchester residents asked for passes to witness the next program. At 7 a. m. they started coming into the theater. The broadcast was slated for 8 o'clock. When he was informed of this turn-out, Mr. Mohr, the baker, became conscience stricken, believing he was partially to blame for having deprived many good Manchester folk of their breakfasts. He loaded a truck with doughnuts and coffee and had his men serve breakfast in the lobby after the broadcast.

"Any town can do the same thing we've done," says Mr. Hoover, "no matter how near a big city it happens to be. In fact, we've turned the tables on the big town. We don't go to the city any more; we're making the city come to us."

JOHNNY GREEN, the 27-year-old composer and conductor who recently joined the CBS staff in New York, early in August will be presented the Award for Distinguished Service to Radio, a bronze plaque, made by *Radio Stars Magazine*.

Outsiders Organize Theater of the Air

Stations to Guide Sponsors To Theatrical Studio

WITH a view to beginning operations Sept. 1, the Theater of the Air, Inc., is now being organized at the Casino Theatre, New York (formerly the Earl Carroll). The incorporators are Harry Levey, real estate operator; Crosby Gaige, theatrical producer, and Arthur G. Montagne, radio program author and producer. Officers had not been elected at the time of going to press.

The project is designed to take advantage of two situations which have proved a source of trouble to broadcasting. The first of these is the desire of the public to see broadcasts. Even in its new Radio City home, NBC has difficulty in complying with the requests for passes that are received for the more popular programs. CBS has solved the problem in the case of a small number of programs only with the Radio Playhouse (formerly the Hudson Theatre).

To Charge Sponsors

THE THEATER of the Air, charging only 25 and 40 cents, seeks to furnish a means for the public to see radio programs originated at any hour from noon to midnight, without any of the problems that have beset broadcasting stations in their efforts to take care of visitors.

By having an audience already present, the new theatre also will be able automatically to satisfy those sponsors who desire a visible audience, either because they need applause as part of the show or because they feel that artists perform more intimately with living people to play to instead of the traditional "dead pan" of the mike.

The theatre will charge commercial sponsors $400 an hour for the use of its facilities, and proportionately for shorter periods, after 6 p. m. A lower rate is fixed for the earlier hours. Stations with which the theatre has agreements will be able to take sustaining programs from the stage without cost, and in return the stations will try to put as many commercials as possible in the theatre.

Salesmen to Be Hired

A SALES force which the theater is about to engage also will attempt to bring business to the stations with which it is under contract.

BROADCASTING was informed that the following stations have made written agreements to use the theater when it begins operations: WOR, WMCA, WEVD, WINS, WHN.

Advertising agencies with radio departments have been offered the facilities of the theater, at no cost for the presentation of program ideas which they wish to submit to sponsors. This would be achieved by having the agency engage the talent for a program which it has already built, use the theatre for rehearsals and produce it on the theatre stage, and broadcast the performance as a sustaining program on one of the affiliated stations.

Dun & Bradstreet's Survey Shows Set Sales Above 1929

U. S. Still Leading World, Government Reports

PREDICTING that radio set sales will exceed the peak of 4,438,000 units attained in 1929 and will reach a conservatively estimated total of 4,550,000, Dun & Bradstreet paints a bright picture of radio for 1934 in a survey of the set manufacturing industry made public July 21.

Interest in radio, the report states, has reached the highest pitch in several years, with both wholesale and retail volume thus far this year 50 to 75 per cent ahead of the first six months of 1933. Automobile set sales, it is predicted, will reach a total sale of 750,000 units this year.

No Cuts in Prices

"THIS SUBSTANTIAL gain," the report states, "is not attributable to the stimulus of low prices, as these have held steady, but almost entirely to the widening popularity of the radio, aided by the constant improvement in the entertainment provided by broadcasting companies, the achievement of manufacturers in bringing the short-wave sets within the reach of the average buyer, and the possibility of enjoying satisfactory programs throughout the entire 24 hours of the day."

Indications, Dun & Bradstreet adds, are that the manufacturing industry will close 1934 in the best financial position in five years. The buying trend was said to be toward sets of the better grades with larger prices per unit sold than has been the case for several years. By federal reserve districts, business has been best in Dallas, Kansas City, Philadelphia, San Francisco, Richmond, New York, and Cleveland, in the order named, according to net profits reported by radio retailers.

Simultaneous with this survey, an analysis of set distribution by the Electrical Equipment Division of the Department of Commerce estimated that there are now 18,500,000 sets in use in the United States, as against 42,540,239 for all countries. The United States has 585 broadcasting stations, according to Lawrence D. Batson, radio expert of the division, whereas there are only 1,497 medium wave stations in all the world. The Batson survey does not include set sales during the recent boom period.

U. S. Leads in Sets

MR. BATSON brought out that the regional distribution of sets throughout the world shows North America in the lead with a total of 19,769,045, Europe second with 18,594,605, Asia with 1,982,712, South America with 909,867, Oceania with 639,339, Europe-Asia (Russia and Turkey) with 605,500, and Africa with 93,072.

Ranking second to the United States in sets is the United Kingdom, with 6,124,000. Germany is next with 5,424,755; Japan has 1,739,160; France, 1,554,295; Canada, 1,100,000; Spain, 700,000; Sweden, 666,368; Czechoslovakia, 620,000; Argentina, 600,000; Russia, 600,000; Denmark, 551,681; Austria, 507,459; and Australia, 500,341.

The Dun & Bradstreet survey indicates that the price trends in receivers will continue upward. Since the first of the year the increase over 1933 has been between 10 and 20 per cent, although "weakness" was reported for period console types. Tending toward stabilization in the manufacturing field has been the careful supervision of credits now universally invoked. Very few repossessions on deferred-payment sales are being reported by retailers. Bankruptcies, which had been alarmingly high since 1929, have reached a new low.

"LITTLE MIKE, WHAT NOW?"

Rush for Big Names and High Salaries for Talent Seen as Dangerous for Advertising

By RICHARD A. COBB
Radio Actor, Boston

IN SPITE of all facts and figures to the contrary, I believe that radio advertising is in danger of collapsing. First of all, perhaps, I should build up logically to that seemingly strange statement at this time when radio advertising is apparently reaching greater heights than ever before.

Perhaps it would also be in order to say that I am actively connected with radio and radio advertising in publicity, artists' services and program production.

To my mind there have been several distinct stages or steps in the advancement of radio technique. The first I call the "wonder" stage; namely, when we were astounded and thrilled to hear even a squeal accompanied by intermittent piano chords or straining sopranos. Programs were all of the free or "sustaining" variety, donated by the few pioneers who were gambling on this thing called the wireless telephone.

The "Stand By" Stage

THE SECOND stage I call the "please stand by" stage. During this period programs were emanating from various studios, chiefly in New York, for transmission by land wires to other cities. There were not many "commercials" or sponsored programs. There were, however, several fine concert periods to which thousands of persons listened, and then went out and bought the sponsor's product.

Radio advertising was beginning to come into its own. The hardy adventurers had been more than repaid for their efforts. The more conservative business builders called in their advertising agencies and investigated this new medium.

The next stage I have named the "dance band-vocal-comedy" stage. Nine out of ten commercials used this combination in various orders. People bought more radios and continued to listen to sponsored programs and buy radio advertised products in increasing numbers. Then things began to happen at no small rate of speed. The depression came with its far-reaching economic, social and moral changes. Stock markets crashed, banks closed, homes were lost and others were broken up. Easy money days were over. What happened to radio advertising? A strange thing. It continued to increase. Sponsors kept on attracting bigger names, and salary checks grew steadily larger, especially in the publicity releases sent to newspapers and fan magazines.

"Audience-variety show" stage came next. Sponsors recognized that thousands of persons were anxious to see their radio favorites in person and that budgets for theatres were growing smaller. Thus followed the many free audience radio shows, where it was possible to see a complete radio broadcast gratis, which, in many cases, was better than any Broadway show.

Gold Mine Discovered

NETWORK executives said to themselves, "We've got a gold mine, let's make the most of it." Research departments were installed for the convenience of clients.

Impressive charts decorated modernistic studio-office walls. Beautiful Broadway show girls entertained the out-of-town prospects gratis. In spite of time rate increases more time was sold than ever before with Old Man Depression still hanging on. Sponsors of small unit purchase articles continued to sell their products, although their commercial "plugs" could not be called the model of truthfulness.

I believe that the present stage of radio advertising may be called the "radio-stage-screen" period. Bigger and better stars have become the order of the day, or rather, the order of the night. More and more programs are originating in Hollywood, which shows the screen star influence.

Effect of Big Names

MY OPINION is that the gigantic listening audience of 18,000,000, more or less, has come to take radio for granted. They listen hour after hour, day after day, and month after month, but they are becoming more and more insensible to radio advertising. There are many reasons for this. Lack of money to purchase high-priced articles is one. The many distractions about the home is another. The modern sophistication is another. And there are many more.

The important fact is: Just how much chance does the sponsor of the future stand to sell his product or service via the air advertising route? My belief is that the high-salaried stars and the rush for big names can have only one result: Prospective sponsors will expect a whole lot more from radio advertising than it can possibly do for them. Another thought that will be paramount in their minds is the belief that unless they can afford a big-name show their program will not sell their product.

An important change that will affect radio entertainment and radio advertising is the new Communications Commission. What will happen to the chiseling agencies who have been kidding a sponsor into believing that a hastily prepared show with mediocre talent is selling his product or service when the credit really belongs to his advertising effort in other media?

What will happen to the spot announcements, sandwiched between network programs? What will happen to good talent now working on stations gratis? Let's hope they get a break. What will happen when and if television becomes a fact rather than a fancy? What will happen to "favored talent" on stations, who appear in about every commercial on those stations? These and hundreds of others equally important must be answered if commercial radio programs are to survive.

Set Makers Returning

A REFLEX of the revival of radio set sales to former high levels this year is beginning to be manifested in the return of radio manufacturer accounts to radio. In the wake of the report that Atwater Kent will bring the famous "Atwater Kent Hour" back on an NBC network this fall and winter, NBC announced the signing of the United American Bosch Corp. account, which on Aug. 19 starts a Sunday night series titled "Radio Explorers Club" on 38 NBC-WJZ and supplementary stations, 5:30-5:45 p. m. The Museum of Natural History is cooperating in the program. Account is handled by E. T. Howard Co., Inc., New York.

Lottridge to KOIL-KFAB

Mr. Lottridge

J. BURYL LOTTRIDGE, sales director of WMT, Waterloo, Ia., and former manager of KFBI, Abilene, Kans., effective Aug. 1, will become sales director for KOIL, Council Bluffs, Ia., and of KFAB and KFOR, Lincoln, Neb. A specialist in sales promotion, Mr. Lottridge evolved a sales plan for WMT that yielded excellent results and led to his new employment. An article by Mr. Lottridge dealing with his local sales plan was published in the March 15 issue of BROADCASTING.

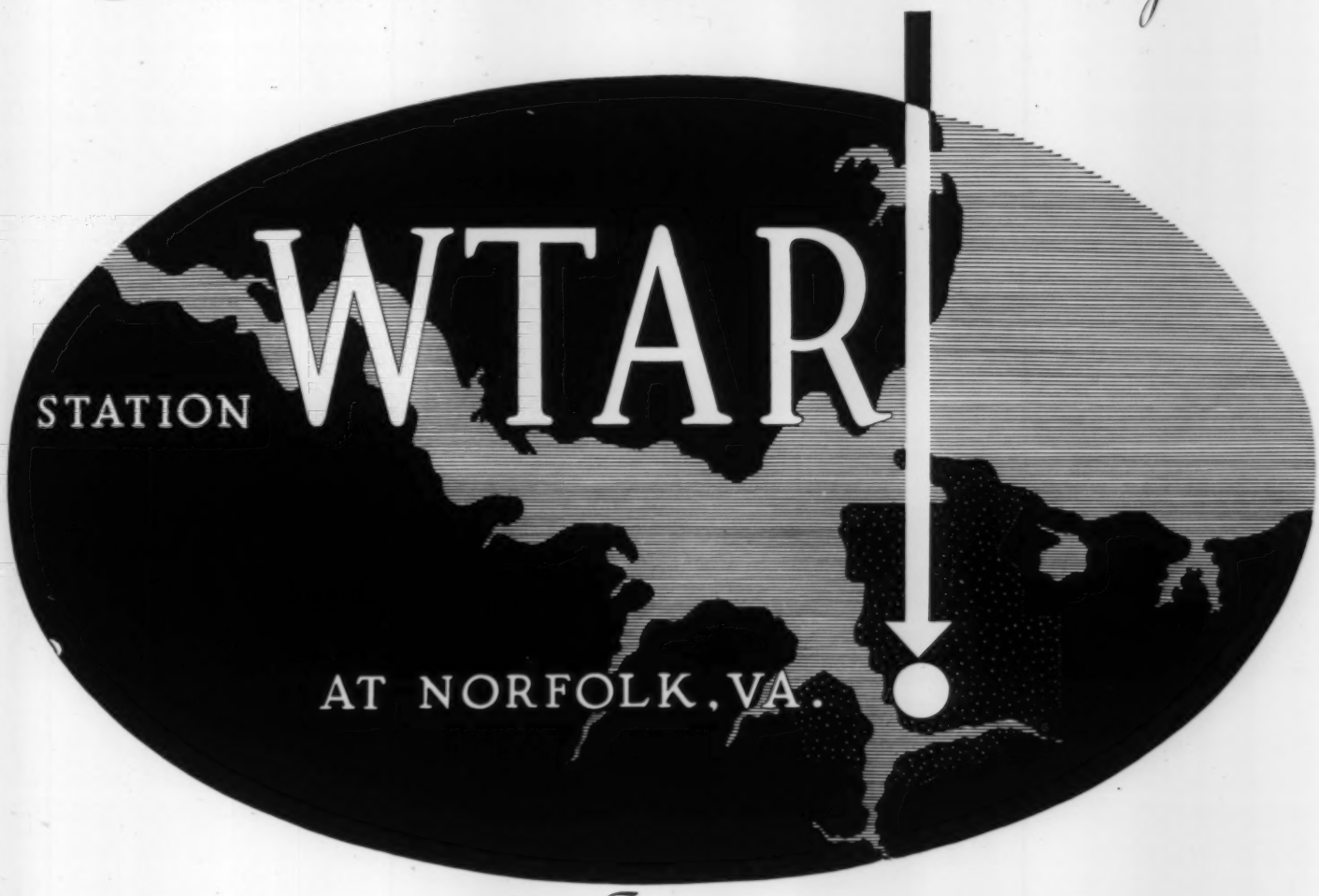
John S. Young Is Invited To Lecture at Oxford

INVITED to lecture on American broadcasting at Oxford University, John S. Young, NBC announcer, winner of the diction award and holder of an LL.D. degree from St. Benedict's College, Atchinson, Kans., sailed for England July 14. He was invited by Sir Henry Penson, who bears the title of Warden of the King's English and who will introduce Young to Pembroke and Balliol College authorities. Young expects to be abroad eight weeks, during which he will also study British and continental broadcasting methods. He recently completed a lecture course on radio at New York University.

Joins Redfield-Coupe

E. F. JOHNSTONE, who has had his own advertising agency in New York, specializing chiefly in medical accounts, has joined Redfield-Coupe, Inc., New York agency, as vice president.

Additional NBC *Coverage*



JOINS THE NBC *Southeastern* GROUP

Serving the important southern market of which Norfolk, Virginia, is the center, station WTAR now makes available to national and local advertisers that *plus* in programs and service which NBC affiliation offers. WTAR's transmitter, favorably located, is equipped with adequate power (500 watts) and is operated on an exceptionally good frequency (780 k. c.) for fine reception.

While WTAR's principal coverage area is in Norfok and vicinity it very definitely exerts an influence throughout a much wider area of Virginia. It is estimated that 189,000 receiving sets are within range of its transmitter.

Owned and operated by WTAR Radio Corporation, WTAR is added to NBC's network rate card at $190 per hour, evening time. Proportionate rates for other periods and times.

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Subsidiary

NEW YORK · CHICAGO · SAN FRANCISCO

Break-up of ASCAP is Hinted In Protest of Music Publishers

Cleavage in Ranks Seen at NRA Code Hearing; Schuette Leads Attack on New Proposal

STRONG INDICATION that numerous music publishers aligned with the American Society of Composers, Authors & Publishers contemplate disbanding that organization and are laying plans to license their works for public performance independently, was given during the NRA public hearing July 26 before Deputy Administrator John E. Williams on the proposed code of fair competition for the music publishing industry.

Unlike the originally proposed code, which was thrown out by NRA after a public hearing last November, the new code would include all persons engaged in the business of licensing the mechanical reproduction or public performance of musical works, as well as the generally recognized publishers. It developed during the hearing that many organizations and groups which would thus be brought under the proposed code had not participated in the deliberations incident to its drafting and had not been notified of the code proposal or of the hearing.

Moreover, representatives of standard musical publishers stated clearly during the hearing that they had not renewed their contracts with the Music Publishers Protective Association, ASCAP affiliate in the recorded music field, and might be in the position of licensing their works independently. It was learned on good authority that the majority of the important publishing houses, both standard and popular, have not renewed ASCAP contracts, which expire Dec. 31, 1935.

With ASCAP under fire from many sides as an illegal monopoly, and with litigation pending for its dissolution, it was apparent that there is a cleavage in ASCAP ranks and that many important publishers have in mind the voluntary breaking up of the organization. No clear cut statement of this was made during the hearing, but the attitude was evident.

The second code proposal, like the first, was drafted jointly by the Music Publishers Protective Association, the so-called "popular" music ally of ASCAP and by the Musical Publishers Association, trade association of the standard group which does not license music in its own right but whose members are also members of ASCAP. It is estimated that ASCAP controls some 90 per cent of all copyrighted music, and that MPPA represents about 80 per cent of the popular music publishers, with the MPA representing about 75 per cent of the standard group.

Schuette Testifies

SO VEHEMENT was the opposition to the proposed code from many quarters, including the NAB through Oswald F. Schuette, copyright advisor and president of the Radio Program Foundation, that it was thought the document might again be thrown out by NRA. In any event, it was evident that it would have to be sharply revised before any agreement among the parties involved could be procured.

Major opposition was voiced against the inclusion of public performance groups in the proposed code and against certain of the trade practice provisions. The standard publishers, moreover, insisted that they should have a separate code, divorced completely from the popular publishers, because the trade practices are utterly different. George Link, Jr., counsel for the standard publishers, held that the song-plugging, and other unfair trade practices of the popular publishers branded freely during the hearing as "bribery," do not apply to the standard group and by association of his group in the code implicates them in such practices.

Appearing for the broadcasters, Mr. Schuette first objected vigorously to the inclusion of performing right societies in the code without first serving notice of this. He challenged the contention of John G. Paine, chairman of the board of MPPA, that all publishers are essentially licensing groups. He pointed to the close affinity of ASCAP with MPPA, disclosing that their directorates are interlocking to the extent that only two MPPA directors are not directors of ASCAP and that all save three of the ASCAP directors are on the MPPA board.

"These interlocking directorates," he said, "clearly show that the proposed code is unfair and that it is written to intrench MPPA and ASCAP and squeeze out the independents."

Mr. Schuette proposed an amendment under which the code authority for the popular music publishing industry would not have more than two members of the MPPA-ASCAP group, in lieu of the provision that the board of five be selected by the board of directors of the MPPA. He urged also that there be three government members instead of one.

During the discussion of the trade practice provisions, Mr. Schuette declared they should be broadened to prevent unfair practices with the broadcasting industry by musical publishers. He described the existing contracts with ASCAP, under which broadcasters must pay a percentage of their gross receipts regardless of whether ASCAP music is performed. The effect of the contract, he declared, is to prevent the independent publishers from doing business with broadcasters. He proposed an amendment specifying that no member of the music publishing industry shall grant a license, directly or indirectly, the effect of which would be to deny their competitors the right to perform their works by radio or otherwise.

Mr. Schuette's final objection was voiced in connection with the anti-monopoly provision of the code, specifying that no provision in the code shall be so applied as to permit monopolies or monopolistic practices, or to eliminate, oppress, or discriminate against small enterprises. In this connection, he pointed out that investigations now are in progress by the Federal Trade Commission and the Department of Justice into the legality of ASCAP and MPPA. The immunity from the operation of the anti-trust laws, granted by Section 5 of the National Industrial Recovery Act, he declared, should not be applicable to any practices of these organizations in view of these investigations by the government.

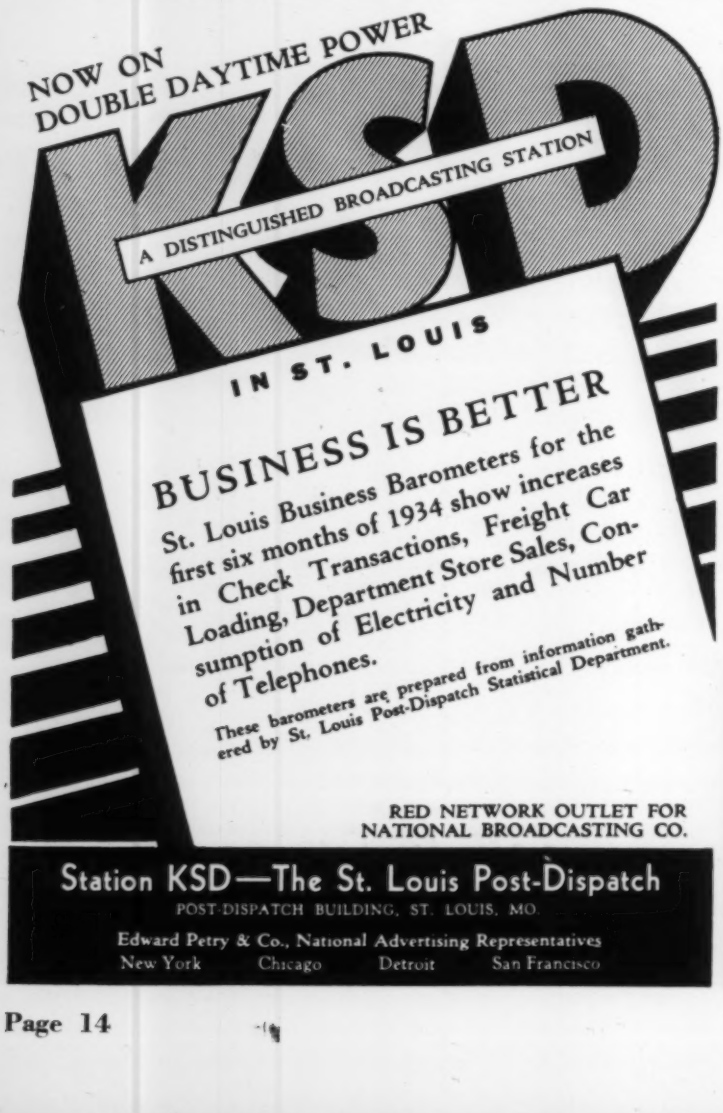
Paine Protests Amendments

AS SPOKESMAN for the popular group, and indirectly for ASCAP, Mr. Paine objected to all of the amendments offered by Mr. Schuette. He characterized the attack as an endeavor to "destroy ASCAP," and declared that that organization had been given "a clean bill of health" in past government investigations and court suits. Mr. Schuette retorted that he did allege the illegality of ASCAP but confined his remarks to the "unfair practices" of that organization and of MPPA, thus making them applicable to the code discussion.

Provisions of the code also were protested by Emanuel J. Rosenberg, general manager of the Society of European Stage Authors & Composers, who declared no advance notice was given his organization of the inclusion of performing rights organizations or of other far-reaching provisions. He described MPPA as a licensing organization, rather than a trade association. He presented a list of 668 music publishers in this country not associated with MPPA. Mr. Paine previously had testified that there were only 110 actual music publishers in the country.

Ralph A. Ostburg, Jr., vice president of the Theodore Presser Co., Philadelphia publishing house, in supporting the inclusion of performing rights groups in the code, said that the standard publishers contracts with MPPA expire shortly, and that many publishers will be in the business of licensing the broadcasters for mechanical reproductions.

Complaints against the code also were voiced in behalf of the Music Users Protective Association, the Arrangers Guild of America, Music Wholesalers Association and the Allied Masonic Printers, Inc.


NOW ON
DOUBLE DAYTIME POWER
KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS
BUSINESS IS BETTER
St. Louis Business Barometers for the first six months of 1934 show increases in Check Transactions, Freight Car Loading, Department Store Sales, Consumption of Electricity and Number of Telephones.
These barometers are prepared from information gathered by St. Louis Post-Dispatch Statistical Department.
RED NETWORK OUTLET FOR NATIONAL BROADCASTING CO.
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

WMCA
NEW YORK

"This first 'proof-of-purchase' offer was an experiment and the original printing only 10,000 books. It was necessary to reorder an additional 25,000 to take care of the demand."

(Name on request)

FEDERAL BROADCASTING CORPORATION

Drastic Changes in Radio Regulation Seen in Bar Communications Report

New Legislation Predicted When Congress Reconvenes: Guard Against Political Influence in FCC Cited

Mr. Guider

MANY important developments in the regulation of communications, which will substantially affect not only the large investments already made in the communications field but "also the character, quality and quantity of radio broadcasting service received by the people of the country," are predicted by the Standing Committee on Communications of the American Bar Association in its report to be presented at the annual convention in Milwaukee, Aug. 28 to 31. The report was made public July 27.

In its report last year, submitted prior to the introduction of communications legislation in Congress, the committee forecast the passage of a communications act generally along the lines of the legislation finally adopted in June and which provided for creation of the Federal Communications Commission. The committee comprises John W. Guider, of Washington, chairman; John C. Kendall, Portland; Walter A. Lybrand, Oklahoma City; Douglas Arant, Birmingham, and Bethuel M. Webster, Jr., of New York.

Committee to Meet

SIMULTANEOUS with the release of the report, Chairman Guider announced that the Standing Committee will hold an open meeting in Milwaukee on Aug. 27, a day before the convention convenes. "The meeting, which will be open to all interested persons," he declared, "is to be held for the purpose of discussing the report of the committee to be presented to the association, and the recently enacted Communications Act of 1934. A program of work for the committee during the coming year will be formulated at the same time."

The committee points out that these anticipated far-reaching changes in regulation of broadcasting, along with other modes of communication, will evolve from the provision in the new law requiring the FCC to submit to Congress a detailed report and recommendations for new legislation on all phases of its activity.

"The commercial consequences of the commission's regulations will be far-reaching, but in all probability the social consequences will be even greater," the committee stated.

The Communications Act is discussed in detail in the report. Summarizing the broad legislative picture incident to consideration and passage of the legislation, the committee said:

"The consideration given to the legislation by Congress evidenced the fact that a surprisingly large number of Senators and Representatives appreciate the problems presented in the regulation of radio, and the importance of providing the country with a workable and efficient regulatory system of all communications.

"The Communications Act of 1934 does not in itself accomplish this end. It must be followed by such amendatory legislation as will afford the Commission the requisite authorization for its activities. Of equal importance to the governing statute will be the ability of the Commission and its staff. The selection of a full complement of personnel capable of effectively administering the law will be essential and probably difficult.

"The number of persons possessing any experience in the regulation of communications is necessarily limited. The new Commission will find itself in many fields previously unexplored, but where a high degree of understanding of the technical problems will be of vital importance. The value of a sound and integrated communications system cannot be overestimated. It is invaluable in time of war and contributes an indispensable element to the comfort, convenience and progress of the nation in time of peace.

"In the provision for a bi-partisan membership, Congress apparently recognized that the usefulness of this body would be impaired if not destroyed by political interference with the administration of the act. By authorizing a relatively long term for the commissioners, by staggering the expiration of the terms so that at least six commissioners would be retained from any one year to the next, and by limiting to four the number of commissioners to be appointed from the same political party, the Congress seemed to recognize a principle that your committee holds to be of paramount importance, namely that the federal regulation of radio broadcasting and of telephones, telegraph, cable and wireless systems should, so far as possible, be removed from any possibility of partisan control by the dominant political party. These facilities are the servants of all the people and their maximum efficiency and usefulness should always be held superior to either private interests or political exigency."

Notes Court Decisions

IN THE FIELD of radio jurisprudence the report analyzed a half dozen court decisions. It pointed out that the Court of Appeals of the District of Columbia, to which these appeals were taken by aggrieved applicants before the Radio Commission, sustained that agency in every instance.

During the last year, the committee said, there were two "substantial developments" in international regulation of communications. The International Telecommunication Convention of Madrid, adopted in 1932, was formally ratified by the United States and became effective June 12, superseding the 1927 treaty. The North and Central American Radio Conference, called primarily to attempt to work out a new distribution of broadcasting channels among the nations of the continent, convened July 10, 1933, in Mexico City, and adjourned a month later without agreement upon such an allocation.

Captains Meet

A UNIQUE tie-in that brought considerable publicity to the weekly cruises of the "Seeandbee," Great Lakes vessel of the Cleveland & Buffalo Transit Co., was tried July 12 on the NBC-WEAF network. Captain Henry, of "Show Boat" fame, greeted Captain McPhail of the "Seeandbee" as loudspeakers on the latter vessel picked up the broadcast. "Seeandbee," in return for compliment, was represented as serving Maxwell House coffee. The Hubbell Advertising Agency, Cleveland, handles the transportation company's account.

Squire Joins WHK

BERT SQUIRE, commercial manager of WGAR, Cleveland, for the last year, has been named sales manager of WHK, Cleveland, by H. K. Carpenter, newly appointed general manager. Mr. Squire assumes his new duties Aug. 1, and succeeds the late Harry Howlett. He was formerly with WMCA and WPCH, New York, and with the Columbia Phonograph Company's transcription sales force.

Clearer Visual Images Demonstrated in N.Y.C. By National Television

TELEVISION images clearly visible in a well-lighted room, and so reproduced as to be capable of being seen by a large number of lookers-in at the same time, have been shown in New York by the National Television Corporation.

The system, developed for the company by Arno Zillger and John W. McKay, uses line scanning in the transmitter and in the receiver a novel type of "mirror drum," covered with reflecting surfaces, which revolves in the light transmitted by the "picture lamp." No lenses or prisms are used, and the images can be seen from wide angles as well as from directly in front of the projector. It was this narrow-angle projection which constituted one of the most serious drawbacks of television reproducing machines previously demonstrated.

The company announced that it is prepared to market two types of receivers, to retail under $200, one a table model for vision only and the other a console type including sound equipment. They will be marketed in the fall, it was stated, provided that television programs are then being broadcast on such a scale as to justify the venture.

Pictures are reproduced in black and white, the "screen" being about six inches square. The transmitter equipment which has been developed by the company is capable of handling both live talent programs and films or lantern slides.

The fact-

that CKLW carries more local advertising than any other network station in the Detroit area, should be a good recommendation to you.

Member COLUMBIA Basic Network

CKLW

THE INTERNATIONAL STATION

5,000 Watts 840 Kc. In the Center of the Dial

Windsor offices— Guaranty Trust Bldg., Phone—4-1155

Detroit offices— Union Guardian Bldg., Phone—CAdillac 7200

If you want to reach Toledo and its rich trade territory

USE

WSPD

75% Proven Listening Audience Assures Results — At Low Cost

BASIC STATION COLUMBIA BROADCASTING SYSTEM

WSPD is the only Radio Station in Northwestern Ohio, and effectively serves a trade area of 1,151,322 population.

1000 watts—using the latest Western Electric Equipment.

WSPD

THE TOLEDO BROADCASTING CO.

Studios—The Commodore Perry Hotel, Toledo, O.

Representatives.

J. H. McGILLVRA
485 Madison Avenue
New York City

JOHN KETTLEWELL
634 Palmolive Bldg.
Chicago, Ill.

DENTIST CORNERS NEWS
Sponsors Twice Daily Features —On KGW and KEX—

ALL news broadcasts on KGW and KEX, Portland, Ore., are now being sponsored by one dentist who believes in advertising—Dr. Harry Semler. At 12:30 p. m., on KGW, the news announcer, Henry Blanc, comes on the air with something like this:

"Have you heard the news? Hitler declares political truce . . . General strike on coast waits . . . Eastern heat wave cause of five deaths . . . Portland man killed under train . . . These and other interesting news items are brought to you each weekday at this time by Dr. Harry Semler. . . ."

Starting first with the KGW 15-minute noon spot, Dr. Semler received such a great response that he made inquiry regarding further news broadcasts. It wasn't long before the regular 8 p. m. 15-minute news service on KEX was also sold to him. To collect and prepare the news takes one reporter's full time, working in conjunction with the editorial department of the *Portland Oregonian*, operator of the two stations.

SENATOR Marconi, the inventor of wireless, is mentioned in Rome dispatches as the likely successor to the late Father Gianfranceschi, director of the Vatican radio stations, as president of the Pontifical Academy of Science. Marconi is already president of the Royal Italian Academy.

Radio Talent Helps Promote Products By Market Shows

Recipe Book-Bridge Scores Stir Listener Interest

By C. E. WIGHT
Pacific Coast Representative
Pioneer Maple Products Co., Inc.

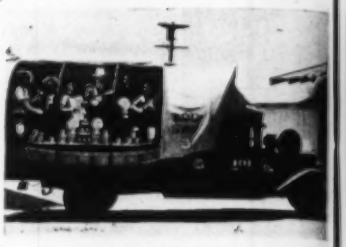
FIVE CARLOADS of Bucket Brand Syrup distributed in southern California during the three months we have been on KTM, Los Angeles, is largely traceable to radio. Of course, the campaign has had a certain amount of newspaper cooperation, and the Chuck Wagon Boys have helped considerably by personal appearances. But, all in all, radio has borne the brunt of the campaign and made a good record for itself.

Five afternoons a week we have been putting on a half-hour program with the Chuck Wagon Boys in a broadcast of tunes reminiscent of the outdoors and wide open spaces of rangeland.

Recipes and Bridge

BY WAY of ascertaining fan interest, we have used a little combination recipe book-bridge score card which is designed and printed in the shape of a syrup bucket. The score card helps the little booklet get wide distribution at bridge parties. The recipe feature means that many of them will be saved for future reference. The recipe is for griddle cakes and cream waffles.

But our problem, in addition to interesting the consumer, has also been one of distribution through the southwest area. So the radio act spends its week-ends in shows for markets in surrounding towns. These include the opening of new markets, anniversaries, special month-end sales and other occasions. And, in addition, whenever possible the boys also appear in a movie theater the Friday before the Saturday of a market appearance.



Bucket Brand on Wheels

The KTM program of the previous five days also calls attention to the event—naming the town and location—while the market itself uses local newspaper space plus handbills to publicize the event.

The effect of the week-end appearances and the radio programs has been to build up a degree of public confidence among the consumers and also to pave the way for the opening of new retail outlets through the trade.

The Chuck Wagon is fashioned like a motor coach and goes from place to place with the gang. In the rear of the wagon rides Lucinda, the burro. Lucinda is always plugged on the radio program, and the fans can even hear her musical bray once in a while on the program.

When the boys play at market locations, the kids of the audience always get a free ride around the square on good old Lucinda. Other supplementary aids to the radio show include appearances of the gang at cooking schools, women's clubs, church socials and other similar gatherings.

"STORY of Helen Trent," sponsored by Edna Wallace Hopper, New York (cosmetics), has been renewed on WGN, Chicago, for an indefinite period, effective July 16, through Blackett-Sample & Hummert, New York. Program is heard daily except Saturdays and Sundays, 1:15 to 1:30 p. m., CDST.

AGAIN, WJAS ★ exclusively!

SUN DRUG CO.

ONE OF PITTSBURGH'S LARGEST DRUG STORE CHAINS

is now on WJAS with a One Hour broadcast once-a-week.

SUN Drug Stores are located throughout the Pittsburgh trading area.

Being a "local" organization, SUN executives understand Pittsburgh conditions and Pittsburgh radio values.

SUN uses WJAS exclusively.

WJAS

PITTSBURGH

Columbia Basic Network

CHAMBER OF COMMERCE BUILDING, PITTSBURGH, PA.

Now Ready!

"Summer Listening Habits in Greater Milwaukee"

New June survey made from 32,000 "at-the-moment" calls

WTMJ

THE MILWAUKEE JOURNAL STATION

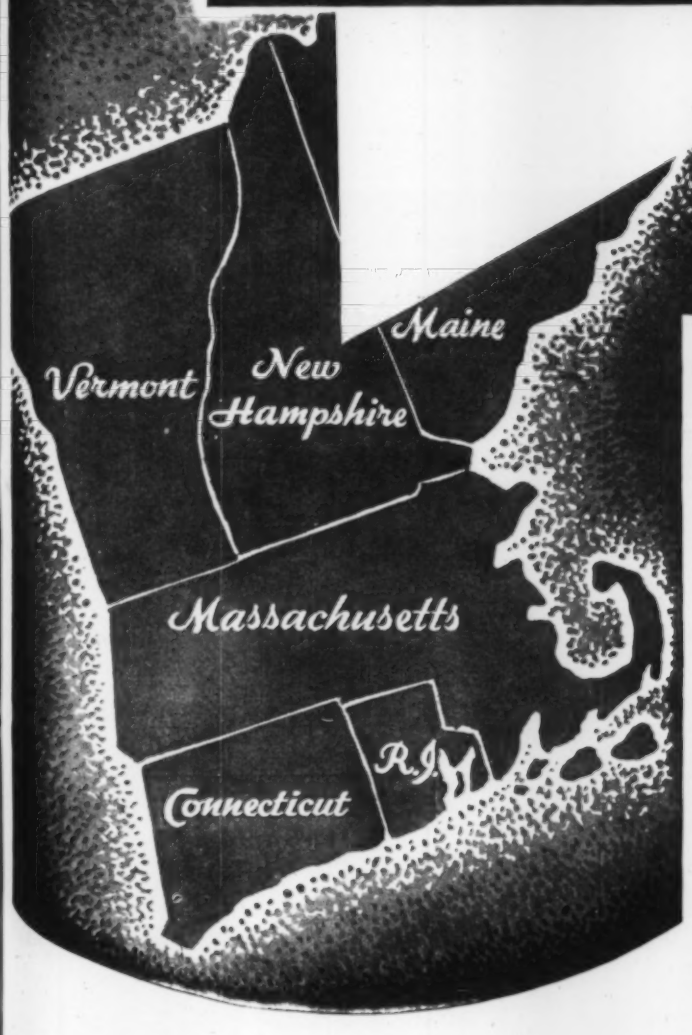
Obtain your copy from WTMJ, or

Edward Petry & Co.

WBZ AND WBZA

BOSTON SPRINGFIELD

prove that CONSISTENT ADVERTISING PRODUCES RESULTS



80% OF THE NEW ENGLAND PIE

That's the portion of the New England market served by WBZ and WBZA. And it's a rich slice of more than 3⅓ billions of retail sales annually.

These NBC stations offer to local and national advertisers a market above average in per capita sales which is concentrated in 43 cities above 25,000 population.

Advertisers have found in WBZ and WBZA, the only NBC Blue Network outlets in New England, an economical and effective means of producing sales.

Contact the stations or any of the offices listed below for detailed information on rates, coverage, and results of advertisers who have used these stations.

NBC
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK WEAF & WJZ • CHICAGO WMAQ & WENR • SAN FRANCISCO KPO, KGO & KYA

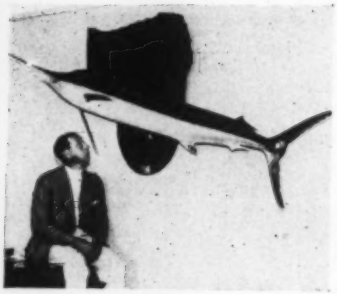
Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

HERE'S A SURVEY FREE FROM ~~BUL~~ excuse us! BIAS!

Printed on one 8½"x11" sheet, this stupendous, colossal survey tells how six impartial investigators telephoned six large groups of consumers, asking "what station are you listening to now?".... It shows that WAVE gets about 45% of the audience.... To cover *our* 45%, you pay *x* dollars. To get the *other* 55%, you pay 2*x* dollars.... Shall we send you the survey? N. B. C.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS... 940 K. C.



Leslie Atlass and Prize Catch

THIS PRIZE-WINNING sailfish takes up a large portion of the office of H. Leslie Atlass, CBS vice president in charge of the Chicago division. Mr. Atlass brought in the fish in Florida waters last January, and recently was awarded the C. N. Parke Trophy for the largest sailfish caught in Palm Beach during the 1934 season. The big fish weighed 87 pounds and is 8 feet 4½ inches long.

Selinger Takes Post

HENRY SELINGER, formerly manager of WGN, Chicago, and later radio director for Lord & Thomas, in Chicago, has returned from a month's vacation in Europe and assumed his new duties as manager of the central division of the NBC Artists' Service in charge of program and talent sales. A new type of service, he will contact agencies and clients with the especial object of developing and presenting to advertisers talent of the NBC central division.

New Zone and State Quotas

(Effective July 1, 1934)

State	Quota Units Due	Quota Units Assigned	Quota Units under or over	Per cent under or over	As of Sept. 15 1931 Per cent under or over
ZONE 1					
Connecticut	4.48	4.14	— 0.34	— 8	— 21
Delaware	0.67	0.53	— 0.14	— 21	+ 4
District of Columbia	1.35	1.60	+ 0.25	+ 19	— 4
Maine	2.22	2.21	— 0.01	— 0	— 1
Maryland	4.55	5.55	+ 1.00	+ 22	— 10
Massachusetts	11.84	11.46	— 0.38	— 3	— 16
New Hampshire	1.29	0.93	— 0.36	— 29	— 38
New Jersey	11.26	9.36	— 1.90	— 17	+ 3
New York	35.07	39.24	+ 4.17	+ 12	+ 12
Rhode Island	1.91	1.40	— 0.51	— 27	— 27
Vermont	1.00	0.72	— 0.28	— 28	— 40
Porto Rico	4.30	1.10	— 3.20	— 74	— 91
Virgin Islands	0.06	.....	— 0.06	—100	—100
Total	80.00	78.24	— 1.76	— 2	— 5
ZONE 2					
Kentucky	7.50	8.50	+ 1.00	+ 13	+ 2
Michigan	13.89	11.02	— 2.87	— 20	— 18
Ohio	19.07	20.94	+ 1.87	+ 10	— 2
Pennsylvania	27.63	27.41	— 0.22	— 0	— 27
Virginia	6.95	10.55	+ 3.60	+ 52	+ 37
West Virginia	4.96	5.83	+ 0.87	+ 18	— 0
Total	80.00	84.25	+ 4.25	+ 5	— 10
ZONE 3					
Alabama	7.37	7.02	— 0.35	— 5	— 16
Arkansas	5.16	7.42	+ 2.26	+ 44	— 15
Florida	4.09	9.00	+ 4.91	+120	+104
Georgia	8.10	9.11	+ 1.01	+ 12	— 2
Louisiana	5.85	10.90	+ 5.05	+ 86	+ 45
Mississippi	5.60	3.40	— 2.20	— 39	— 46
North Carolina	8.82	10.35	+ 1.53	+ 17	— 11
Oklahoma	6.67	8.54	+ 1.87	+ 28	+ 35
South Carolina	4.83	3.05	— 1.78	— 37	— 65
Tennessee	7.29	13.70	+ 6.41	+ 88	+ 76
Texas	16.22	24.29	+ 8.07	+ 50	+ 40
Total	80.00	106.78	+26.78	+ 33	+ 16
ZONE 4					
Illinois	22.52	27.98	+ 5.46	+ 24	+ 54
Indiana	9.56	8.97	— 0.59	— 6	— 22
Iowa	7.30	12.93	+ 5.63	+ 77	+ 57
Kansas	5.55	6.54	+ 0.99	+ 18	— 15
Minnesota	7.57	9.35	+ 1.78	+ 24	+ 19
Missouri	10.71	12.79	+ 2.08	+ 19	+ 12
Nebraska	4.06	7.83	+ 3.77	+ 93	+ 79
North Dakota	2.01	3.30	+ 1.29	+ 64	+ 49
South Dakota	2.05	2.89	+ 0.84	+ 40	+ 47
Wisconsin	8.67	8.74	+ 0.07	+ 1	— 8
Total	80.00	101.32	+21.32	+ 27	+ 26
ZONE 5					
Arizona	2.83	2.68	— 0.15	— 5	— 8
California	36.86	40.87	+ 4.01	+ 11	— 1
Colorado	6.72	9.59	+ 2.87	+ 43	+ 40
Idaho	2.89	3.25	+ 0.36	+ 12	— 10
Montana	3.49	4.05	+ 0.56	+ 16	— 14
Nevada	0.59	0.70	+ 0.11	+ 19	+ 36
New Mexico	2.75	4.03	+ 1.28	+ 47	+ 47
Oregon	6.19	9.91	+ 3.72	+ 60	+ 48
Utah	3.30	6.60	+ 3.30	+100	+100
Washington	10.15	15.76	+ 5.61	+ 55	+ 56
Wyoming	1.46	0.80	— 0.66	— 45	— 86
Alaska	0.38	0.48	+ 0.10	+ 26	+ 84
Hawaii	2.39	1.94	— 0.45	— 19	— 41
Total	80.00	100.66	+20.66	+ 26	+ 16

WTAR

Virginia's Pioneer Station

is pleased to announce
its affiliation with the

National Broadcasting Company

This decision of the National Broadcasting Company is distinguished recognition of the value of the great Tidewater Virginia market —*dependably served solely* by WTAR—including Virginia's largest metropolitan area —the important cities of Norfolk, Portsmouth and Newport News.

●

WTAR certified coverage and market data studies by Jansky and Bailey are now available to national advertisers and their agencies.

National Representatives
EDWARD PETRY and COMPANY

TO ACQUAINT the public with the services offered by Uncle Sam's postal service, the St. Louis post office in July carried a series of broadcasts over KSD.

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
The Ideal Outlet
for
Central Penna. Coverage
Write Roy Thompson
"Voice of the Alleghenies"

CBS Furnishing Money To Build a Model Home Which Will Have Studio

MAYOR LA GUARDIA of New York broke ground July 30 for a model home to be erected at Park Avenue and 39th Street, for which, it was announced by Better Homes in America, Incorporated, the money is being provided by CBS. William S. Paley, president of the network, is one of the sponsors of the Better Homes organization, and Edward Klauber is a director.

It is proposed to erect a broadcasting studio either in the house or adjoining it, for which CBS will have exclusive rights. If the studio is used for commercial programs, which is considered likely in the case of sponsors advertising products used in the construction and furnishing of the home, any profit remaining after operation costs have been paid will be turned over to Better Homes.

The model home is expected to be completed in October and will be kept open for a year.

THE STATION with 3000 FIELD MEN

In twenty-one states, the 3,000 representatives of our parent, The National Life and Accident Insurance Company, talk about WSM and every day . . .

> ***show*** **thousands of people our current program schedule, including the *program* and correct *trade name* of WSM spot advertisers.**

This is an *added* service to users of WSM time and talent, one of the plus things which no other station in this broad market *could* give if it wanted to!

Upon request, we will show you the worth and the added return to your program, which these 3,000 Field Men of WSM offer you in building up your audience, as they call on one half million homes in our listening area every week and highlight WSM programs to *their* profit and to *your* profit.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.

NASHVILLE, TENNESSEE

Exclusive National Representative

EDWARD PETRY & COMPANY

NEW YORK CHICAGO
SAN FRANCISCO DETROIT

Cleared Channel **Unlimited Time**

WSM

NBC Affiliate **50,000 WATTS** **650 Kilocycles**

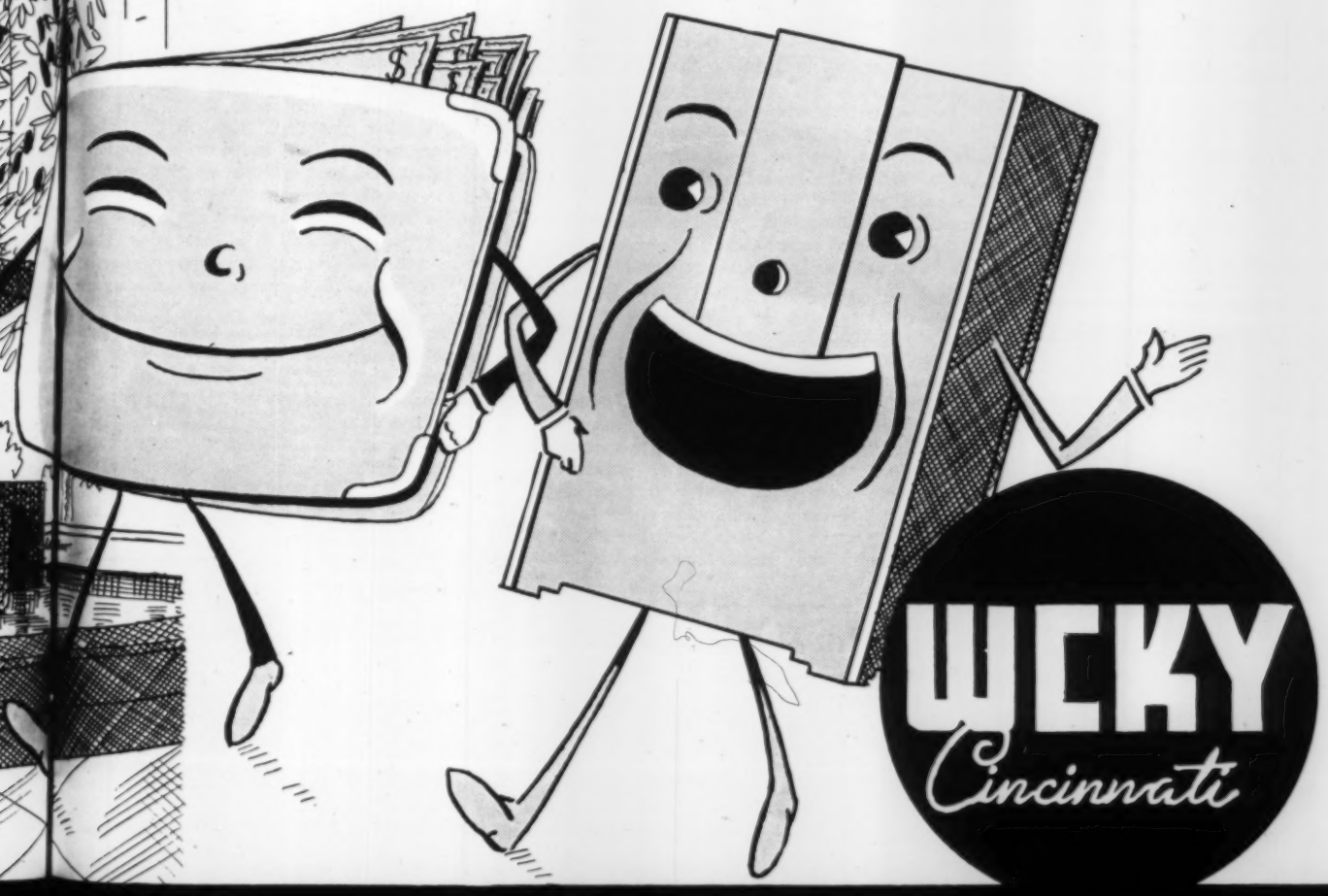
OUT WHERE THE POCKE

The Tyler Davidson fountain, located in the heart of the downtown shopping district, is Cincinnati's most noted landmark. It was presented to the city October 6, 1871, by Henry Probasco, in memory of his brother-in-law, Tyler Davidson. It was designed and executed by the famous artist Herr Von Miller. The fountain represents the blessings and benefits of water. It is constructed of bronze, was made in Germany at a cost of $30,000 and was shipped to this country.

•DOING THE REAL JOB

KEBOOK IS RADIO-MINDED

A recent survey shows that 46.85% of WCKY listeners buy radio advertised products



B FOR THE ADVERTISER·

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Building
Washington, D. C.
Tel. Metropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc.
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

Radio's Revival

IF THERE is any lingering doubt in the minds of users of radio time about the revival of listener interest, let them scan the new industry survey completed by Dun & Bradstreet. Set sales, that firm predicts, will eclipse the all-time record this year and attain the unprecedented volume of 4,500,000 units. Just add about 2,000,000 of that figure to the industrial estimate of 18,000,000 sets for last year (deducting the rest for replacements) and you get an idea of the magnitude of this broadcasting industry and its growing audience.

The radio program sponsor now reaches a greater audience than at any other time in radio history. Dun & Bradstreet bases this set sales increase not only upon general economic improvement, but on "the widening popularity of radio, aided by the constant improvement in the entertainment provided by broadcasting companies." There can be no doubt about the accuracy of that statement.

The old theory that a few select evening hours during the "cold months" alone were worthy of sponsorship has been effectively blasted. In this journal we have pushed story after story by sponsors or their agencies telling of successes achieved in merchandising their wares or services through use of morning and afternoon hours, and during the hottest of summer days. This year more day time and more summer time has been sold than during any other year since radio came of age.

The audience is there. It is a fastidious audience, but one that buys when it is satisfied. It is up to the advertiser, his agency, and the station or network to use good judgment and good taste in his program presentation to get the available return from radio.

Three-Man Control

ANY FEARS harbored by those in broadcasting that an immediate upheaval of radio might result from the creation of the new FCC are dispelled with the organization of that agency into divisions. The Broadcasting Division, with Hampson Gary as chairman, Col. Thad H. Brown as vice chairman, and Judge E. O. Sykes (FCC chairman) as a member, is a conservative group. It can be expected to carry on the basic policies of the old Radio Commission, for, indeed, two of its members were on the former agency.

There will be some changes in radio regulation, but they probably will not come for many months. The first job confronting the FCC is that of filing with Congress next February a detailed report of the scope of its functions and definite recommendations pertaining to each important aspect of its work. Broadcasting will have a significant place in that report. The past records of the members of the Broadcasting Division prompt the view that it will move cautiously and avoid the radical or sensational. It appears to be a good organization. The broadcasting industry, at this stage, can well give it a vote of confidence by affording it full cooperation.

Mantle of Leadership

IF INDEED Senator Dill does not stand for reelection—and it still is by no means certain that his announced decision is final—the mantle of Congressional leadership in radio legislation will fall upon the able but not always rigid shoulders of Senator White, of Maine. Senator White, a Republican, will hold the same minority position in a Democratic Senate that Senator Dill held during the long Republican regime.

Senator White knows radio as few others do, and his views are generally sound. Recalling, however, how he completely capitulated to the sectional forces that jammed through the still inoperative and unworkable Davis equalization amendment, we are not so sure of his stolidity against odds. If anyone knew the Davis amendment would not work, Senator White did; yet, in spite of the fact that he was floor leader in the House handling the bill at the time, he raised no objection to it and in fact voted for it.

But Senator White, who was one of the main authors of the Radio Act of 1927, ought to be counted upon for sound and serious consideration in the next Congress of the recommendations that the new Communications Commission must make to it regarding new legislation. He has the knowledge and background; it remains to be seen whether he can be as forceful and effective as Senator Dill always has been.

Jot It Down!

PLANS are in the making for the twelfth annual convention of the NAB to be held in Cincinnati, Sept. 16 to 19. Immediately following this session, the Code Authority will hold its first membership meeting at the same place.

During the last year, broadcasters, agencies and advertisers, all of whom have a real stake in the industry, have been blowing off steam sporadically about things that should be done to make the medium more worthy and effective. Many broadcasters have sniped at the code, which admittedly is far from perfect. They have threatened dire things unless the trade association or the Code Authority rectified this condition or that.

Both of these sessions are important. Every man in the industry who intends to be present at the sessions should begin now to jot down the things he wants to see adjusted. He should go to the convention or to the Code Authority meeting prepared to present and argue his points. No one else will do it for him.

The RADIO BOOK SHELF

SECTION B of *Market and Newspaper Statistics*, Volume III, has been released by the American Association of Advertising Agencies, dealing with the 22 cities over 100,000 population for which A. B. C. Audit Reports were issued for periods ending Dec. 31, 1933. It is similar in form to Section A, which covered 27 cities having audits to Sept. 30, 1933. Sections C and D, covering cities having audits for periods ending March 31, and June 30, 1934, will be issued as soon as possible after audits are available.

These studies aim to help space buyers and can also help radio merchandisers determine: (1) The size and character of markets as indicated by population, families, per cent English reading persons and income tax returns; (2) The cost of reaching these markets with newspapers, including comparison between markets; (3) The differential between local and national rates, and (4) The amount of circulation obtained through inducements.

They contain figures on population, number of families, English reading persons, income tax returns, audited newspaper circulation, local rates, national rates, and the differential between local and national rates, linage, and an analysis of sections of A. B. C. Audit Reports dealing with inducements. Copies of Sections A and B are available to other than A. A. A. A. members at $2.50 per section, the approximate cost of production.

THE SUMMER edition of "Listening Habits in Greater Milwaukee," compiled by the research bureau of the *Milwaukee Journal*, operating WTMJ, has just been issued and sent to the advertising fraternity by Walter J. Damm, station manager. The first edition was issued in the spring and provoked considerable discussion at the June meeting of the NAB commercial committee held in New York in conjunction with the annual convention of the Advertising Federation of America. The new study is designed to reflect the summer radio preference of listeners as based upon 32,000 interviews.

The conclusion is reached in the new survey that there is a greater potential audience in the summer than in winter, contrary to general belief. Of the 32,000 calls made between June 17 and June 28, some 22,905 were completed, showing 72 per cent set owners at home during the summer as compared with 69 per cent in November, 1933. The percentage of sets turned on, however, was found to be lower in the summer.

We Pay Our Respects To—

DOUGLAS EARTHMAN KENDRICK

IF HORATIO ALGER had lived in this generation, his work could not have been complete without a story titled something like "From Radio Rags to Riches." And the chances are that that piece of fiction would have fitted Douglas Earthman ("Plug") Kendrick to perfection.

"Plug" (he got the moniker by plugging for fan mail) avers he hasn't amassed his riches yet, but he seems to be headed that way, and there's no question about his start having been from the bottom rung of the radio ladder. A decade ago he started in radio as an entertainer after a rather haphazard career as a salesman. Today he is vice president and general manager of WKBF, Indianapolis, operated by Indianapolis Broadcasting, Inc., of which he is part owner. In less than a year the business of that station has been tripled under his management.

The story of "Plug" Kendrick begins in Nashville, Tenn., despite the fact that he acquired his radio reputation in Kentucky as the "Hopkinsville Hill-Billy." He was born in Nashville, May 17, 1897, without any proverbial silver spoon. When only 2, he lost his mother. The family moved to Los Angeles. In 1904 his father died, and with his baby sister he returned to Nashville, where he lived with an aunt. After school he sold papers, graduating to the post of "soda jerker" when in the seventh grade. On the strength of a scholarship, he entered Brandon Preparatory School, Shelbyville, Tenn., in 1911, and paid his way with jobs in furniture and drug stores. At the school he played football, baseball, and starred on the track.

The showman instinct, however, was strong, and in 1912 young Kendrick slipped way to spend a season with the Con T. Kennedy shows. During that season he spieled on the candy wheel, barked for plant shows, and finally got into the show's advertising department.

Returning to Brandon in 1913, this blond, strapping young fellow made the football and baseball teams and the Alpha Phi fraternity. He finished in 1914 as president of the fraternity, captain of the football team which won the state championship, judge of the moot court, president of the Bismark & Washington Irving Literary societies, editor of the school paper, and the proud winner of the B. U. medal.

The following year he enrolled at the University of Tennessee to study law, but when his funds ran out he got a job as salesman for a wholesale jewelry company, traveling over the South. In 1916 he became one of the "Gillette Twins," traveling the major cities advertising and selling razors. This job ended in St. Louis in April, 1917, when war was declared. He returned to Nashville and promptly joined the First Tennessee infantry, which later joined the 30th or "Old Hickory" Division.

After being gassed in France, he returned in April, 1919, but not until he had completed a sojourn in the Army of Occupation on the Rhine. Obtaining a job with Armour & Co., he became a specialty soap salesman, and once washed his teeth with Armour soap to prove to a skeptical lady that the cleaner was good and pure. He made that sale.

With some capital ahead, Kendrick next opened an automobile service station in Nashville, handling tires and accessories along with fuel. This business ended for him in 1923 due to a slump. Next he purchased a couple of "pie-wagons" and sold hamburgers and java. Later he joined a show, playing the guitar and singing hillbilly songs. After one season he sold Chevrolets in Nashville, and then departed for Florida when the realty boom was at its height. He was cleaned out in the 1925 crash but not until he had been bitten by the radio bug at WIOD, where he sang with Paul Whiteman's Collegians and did relief announcing. He had been picked up as a radio entertainer by Vincent Gauthier, director of Whiteman's Collegians, who had heard him singing and playing the guitar.

Again returning to Nashville, Kendrick assumed charge of John T. McTigue & Sons Electric Sign Co. But he couldn't forsake radio, so in his spare time he worked at WLAC, WSM, and the former

(*Continued on page* 36)

PERSONAL NOTES

COUNT John Kuropatkin Chapel and Countess Chapel leave Omaha Aug. 17 for Montreal, Quebec, Toronto and various Canadian and New England points on their annual idea-gathering trip for the commercial programs which Count Chapel handles for WOW, Omaha, as assistant to John J. Gillen, Jr., manager. Count Chapel, grand nephew of the former Russian War Minister, handles the Hayden's Department Store account, WOW's largest, and while in New England he will be the guest of A. Ackerman, general manager of the store, at his farm in No. Andover, Mass.

PAUL A. WALKER, member of the Communications Commission, has gone to Oklahoma City to arrange for the removal of his family to Washington. He expects to return about Aug. 10.

EUGENE S. THOMAS, former manager of the Atwater Kent auditions, and lately head of the radio department of H. W. Kastor & Son, Chicago agency, Aug. 1 joins the sales promotion staff of WOR, Newark.

JEROME J. HENRY, who has handled agricultural publicity for NBC in Chicago for the last four years, has resigned, effective Aug. 15. He will go to Washington to take charge of publicity and educational work for the National Fertilizer Association.

JOHN J. STOREY, manager of WTAG, Worcester, Mass., will sail from Boston for Europe July 29 aboard the *S. S. Brittanic* to be gone for about six weeks.

JOHN F. QUAYLE, of the commercial program department of CBS in New York, has resigned, effective July 27. His future plans were not announced.

JOHN BOHN, formerly with the Baldwin Piano Co., St. Louis, has joined the sales force of KMOX, St. Louis.

SAM H. BENNETT, former manager of KTAT, Fort Worth, key of the Southwest Network, has been appointed the network's commercial manager. Ray Lang, of the KTAT announcing staff, succeeds Mr. Bennett as KTAT manager.

CAMPBELL ARNOUX, manager of KTAR, Norfolk, Va., on July 19 addressed the Norfolk Lions Club on radio advertising. John W. New, of WTAR, was program chairman.

ARTHUR B. CHURCH, manager of KMBC, Kansas City, was on the committee of the Advertising Club of Kansas City which on July 18 sponsored the christening of the *City of Kansas City*, a TWA airliner.

CECIL BEAVER, formerly with KSTP, St. Paul, has joined the commercial staff of WOW, Omaha.

PRESTON ALLEN, manager of KLX, Oakland, Calif., has been elected chairman of the Northern California Broadcasters Association, with Arthur Westland, of KRE, Berkeley, as secretary.

DON E. INMAN, formerly in charge of merchandising at KWCR, Cedar Rapids, Iowa, is now national advertising manager. Leo F. Cole has succeeded him in his former position.

HARRY CROW, former assistant manager of the National Press Club, Washington, has joined the staff of WJSV, Washington, as accountant.

G. W. DAVIS, of the broadcasting department of Electrical Research Products, Inc., New York, has returned from a 15,000-mile trip, during which he visited nearly every broadcasting station in the Atlantic coastal and Middle Western states equipped with Western Electric reproducing systems.

ALBERT A. CORMIER, general manager of WOR, Newark, has completed his residence at Atlantic City, which he calls "Chez Nous."

BEHIND THE MICROPHONE

ALLEN FRANKLIN, formerly of WBAL, Baltimore, and WHB, Kansas City, has joined the staff of KVOO, Tulsa, Okla., as program director. Perry W. Ward, Jr., for three years an announcer at KVOO, has resigned, effective July 15. Miss Blanche Adams of Oklahoma City has joined the staff of KVOO as an assistant continuity writer.

BILLY JOYCE, theatrical writer, has joined the Philip L. Ponce office, New York, in charge of material and musical production of broadcast programs.

NEIL SEARLES has left KSTP, St. Paul, to return to WDGY, Minneapolis, as program director and announcer. George Putman, a student at St. Thomas College, also has joined the announcing staff of WDGY.

PAUL MacCALLISTER on Aug. 1 leaves KOIL and KFAB to become program director of KGNF, North Platte, Neb. He will be succeeded by Sam Minken.

JOE WHEELER, for the last three years on the announcing staff of WROL, Knoxville, Tenn., has been promoted to program director.

JOHN R. EDMONDS, formerly with NBC in New York, has joined the production staff of KMOX, St. Louis. "THREE BROWN BEARS," men's trio from WTAM, Cleveland, have joined the artists staff of KMOX, St. Louis, which also announces the addition of Jimmy Corbin, formerly singing-pianist with WTMJ, Milwaukee, and Art Gilham, "Whispering Pianist," the latter starting July 25 on three weekly spots for Nadinola Face Powder.

CHARLIE RANGE, NBC junior production man in Chicago, has been given an indefinite leave of absence. He will remain at the studios, in charge of jungle noises for the Frank Buck "Adventures Club" broadcasts for Pepsodent Co.

FLEMING ALLAN, NBC, Chicago production man, and Dixie Mason, WLS singer, were secretly married on June 23, it has become known.

BILLY MILLS, Chicago CBS orchestra director, suffered a broken arm and other injuries in an automobile accident July 21.

JACK BRINKLEY, formerly with NBC and WTIC, Hartford, and Albert Grobe, from WGR, Buffalo, have joined the announcing staff of WINS, New York.

ALFRED SAXE has been appointed continuity director of WHN. He formerly was assistant production manager and a baritone soloist.

KENNETH FRENCH, announcer of WHEC, Rochester, N. Y., and Mrs. French, are parents of a 10¼ pound boy, David Roger, born in July, their second.

WALTER HAASE, chief announcer of WDRC, Hartford, Conn., spent part of his vacation in July in the yacht of Al Metzger, of Hanff & Metzger, New York agency, a close personal friend.

JAMES CHURCH, formerly with WTAM, Cleveland, has joined the staff of Sound Pictures, Inc., Cleveland.

SPENCER ALLEN, of the announcing and continuity staff of KFRU, Columbia, Mo., has been appointed publicity director of that station.

JOHN ADEMY, one time winner of the Atwater Kent station audition, who was awarded a three-year scholarship at Peabody Institute of Music, Baltimore, has joined WBIG, Greensboro, N. C., as announcer. Julia Woodson has joined WBIG, in charge of the Children's Hour, and Miss Virginia W. McKinney has been named publicity director.

KEN LOYSEN, former transcription librarian at WHAM, Rochester, N. Y., has been named program manager to succeed Clyde Morse, resigned. Squire Haskin has succeeded Helen Aukner as staff pianist-organist.

TED WEBBE, of the announcing staff of WNEW, Newark, has been placed in charge of the Newark studios of WNEW.

J. HOWARD DOYLE, announcer of WMCA, New York, enjoyed a postman's holiday by broadcasting on four Ohio stations during his vacation. He was on WLW, Cincinnati, and WAIU, WSEN, WBNS, Columbus, his home town.

MISS LOREE PEACOCK, hostess at WBT, Charlotte, N. C., was married July 14 to Claude F. Norman, of Charlotte.

TED BLISS, announcer and continuity man at KFOX, Long Beach, Calif., for the last five years, has resigned to do free lance work. Henry Sherr, who has been on the stage, has returned to KFOX as writer.

HUGH M. ASPINWALL, formerly with WLS, WTMJ and other midwestern stations, has joined WDAY, Fargo, N. Dak., as production director. He will specialize on farm type programs. Ken Kennedy continues as program director.

G. Walter Vogt

G. WALTER VOGT, production manager of KOIL, Omaha-Council Bluffs, and KFAB, Lincoln, Neb., died July 11 from the effects of peritonitis, despite two blood transfusions furnished by members of his staff. He was 24 years old, and had been with KFAB, KOIL, and KFBI, Abilene, Kan., in program capacities, following his graduation from the University of Nebraska. Surviving him are his parents and a brother at Aurora, Neb.

IN THE CONTROL ROOM

ASSOCIATION of NBC Technical Employes, New York chapter, held their first stag party recently at the Hotel Chesterfield, New York, in July. More than 120 members attended. Ferdinand A. Wankel, president, served as toastmaster. The association was organized this year by NBC technical employes.

CYRIL ARMBRISTER, who acted as technical director for the Chandu series as transcriptions and studio programs, has been given the same position in the "Return of Chandu" talkie, now being filmed by Sol Lesser in Hollywood.

EARL F. ALLISON has been appointed chief engineer of WBIG, Greensboro, N. C., succeeding Wayne Nelson, resigned. Earl Downey, of Nashville, has been made assistant engineer.

GENE WILLIAMS, control operator at WBT, Charlotte, N. C., and Mrs. Williams, are parents of a 9-pound baby girl, born in July.

RAYMOND SMITH, engineer of WDGY, Minneapolis, was called out with the National Guard for strike duty during the recent disorders. He is a sergeant.

JOHN C. O'BRIEN, transmitter operator of WHEC, Rochester, N. Y., and Mrs. O'Brien, are parents of a son, John Smith, born July 15.

Edmund Lytton

EDMUND LYTTON, on leave of absence as chief announcer for KTM, Los Angeles, died July 11 after a prolonged illness. Burial was in Detroit. Mr. Lytton entered radio about eight years ago as program director of KEJK, Beverly Hills (now KMPC), and later became affiliated with KTM. A graduate of the Belgian Conservatory of Music at Brussels, he toured the Orpheum circuit for years in a violin concert act until an accident to his hand made it necessary for him to enter another field.

KDKA Planning Move

NEW STUDIOS and offices are to be built for KDKA, Pittsburgh, according to an announcement by Richard C. Patterson, Jr., executive vice-president of NBC, which manages the station for Westinghouse. A lease has been signed which will provide KDKA and NBC with completely modern new studios and offices, to occupy the entire third floor of the Grant Building. KDKA is now in the William Penn Hotel.

Wintermute's Frequency Monitoring Taken Over By Washington Institute

ABSORPTION of the frequency monitoring service maintained by G. H. Wintermute, radio engineer of Chevy Chase, Md., and enlargement of the service to provide 24-hour checks, was announced July 25 by the Washington Institute of Technology, radio engineering organization created about a year ago by engineers formerly associated with the U. S. Bureau of Standards, radio section.

Mr. Wintermute, it was stated, has joined the Institute, which maintains its laboratories at College Park, Md., a suburb of Washington. The expanded frequency measuring service is checked by direct wire with the primary frequency standard housed at the Bureau, and therefore is accurate to precision.

The Institute, which also specializes in directional antenna design for broadcasting stations, proposes later to expand its operations in the broadcasting field. Its major functions now are in connection with aeronautical radio research and development. An arrangement has just been completed with Westinghouse Electric & Manufacturing Co., whereby the latter will manufacture radio devices designed and developed by the Institute.

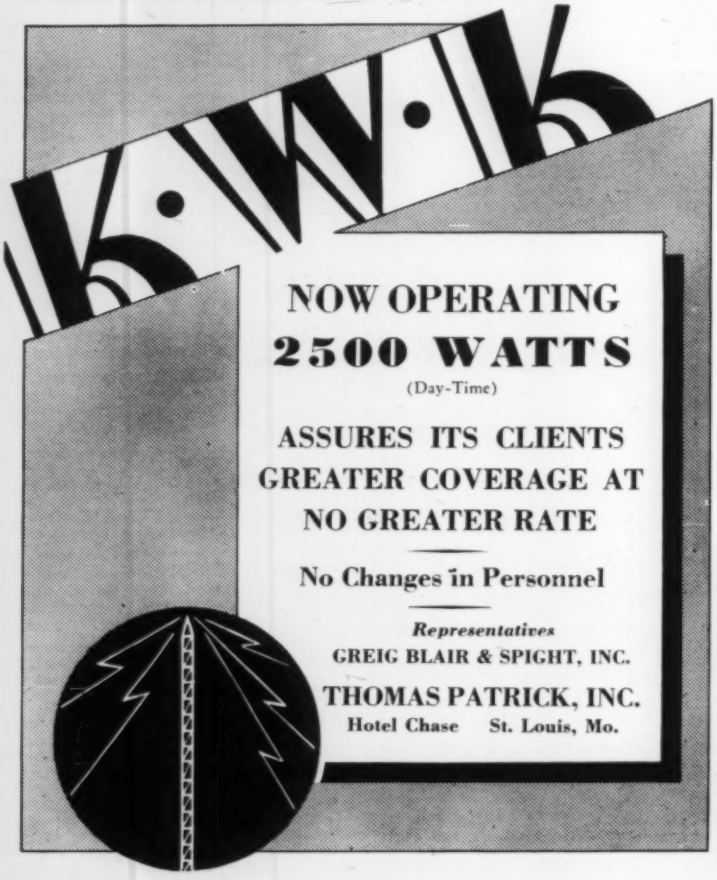
The Institute was organized about a year ago by Col. Sidney F. Mashbir, after the functions of the radio section of the Bureau of Standards were curtailed sharply by the government economy program. Associated with him, in addition to Mr. Wintermute, are Dr. Frank G. Kear, antenna expert; Gomer L. Davis, who was instrumental in developing the blind-landing radio system now in general use, and William H. Orton, all formerly of the Bureau. E. F. Brooke, formerly of Bell Telephone Laboratories, also is on the technical staff.

Soviet 50 Kw. Station Covers All of Europe

EQUALLED in power only by the new WLW, Cincinnati, Soviet Russia's new 500 000-watt "Komintern" broadcasting station in Moscow is now on the air 20 hours a day, employing the long wave of 174 kc. (1,724 meters). Advices from abroad state that the station's coverage extends as far as Vladivostok and Kamchatka to the east and all over Europe to the west. After 5,000 hours of operation, it has met all tests and may later be boosted to 1,000,000 watts, which would make it the most powerful broadcaster in the world.

Wholly of Soviet design and manufacture, the station is the first in Russia to employ directional antennas, radiating in an ellipse which is said to give its power the effect of 700,000 watts. A setup transformer of original design and a switchboard for one-button starting of the entire mechanism had to be invented for its operation. It requires only five men on a shift to operate.

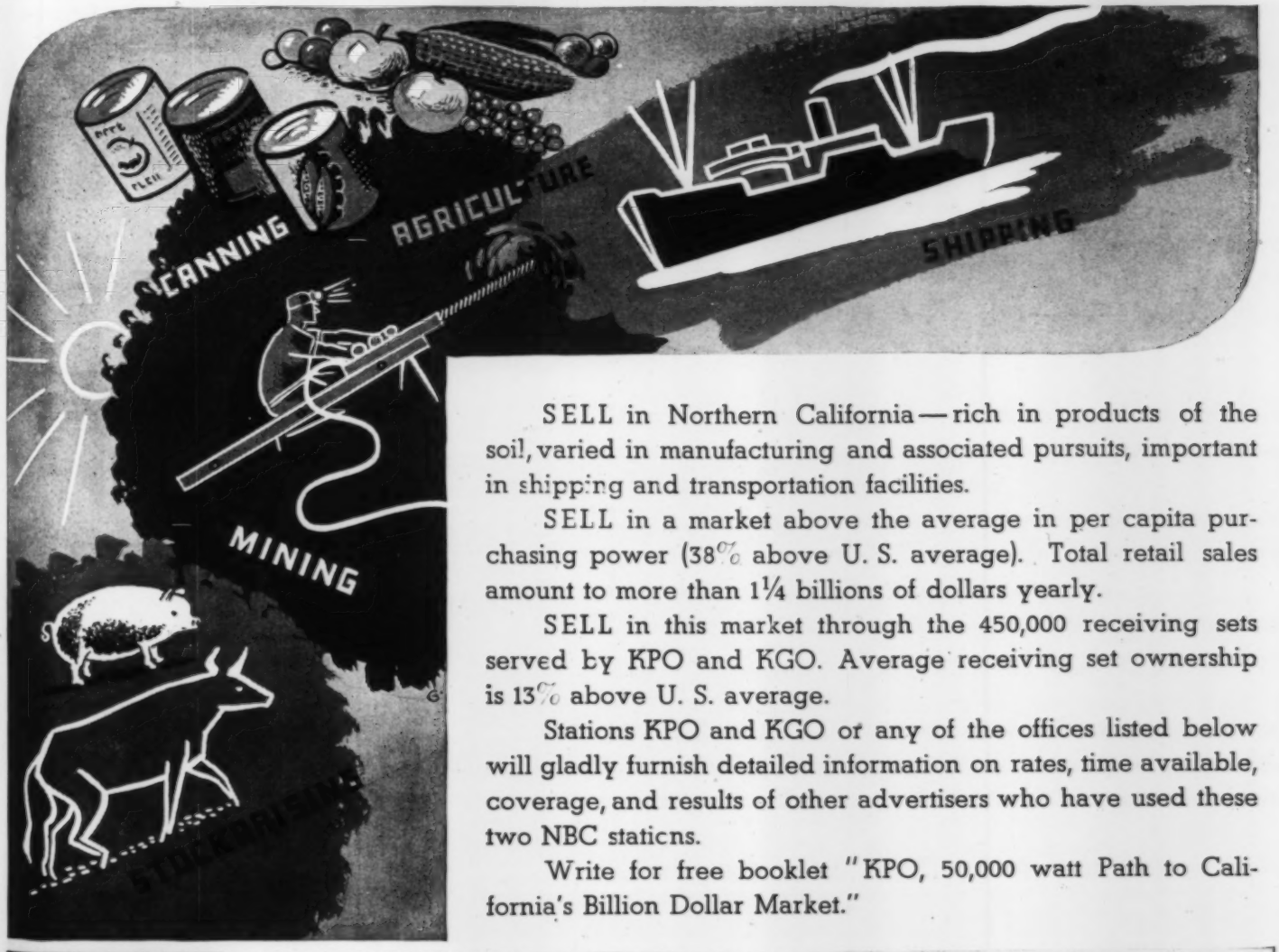
KVOD is the new call for the Denver station formerly identified as KFXF.



KPO OR KGO

SAN FRANCISCO

proves that CONSISTENT ADVERTISING PRODUCES RESULTS



SELL in Northern California—rich in products of the soil, varied in manufacturing and associated pursuits, important in shipping and transportation facilities.

SELL in a market above the average in per capita purchasing power (38% above U. S. average). Total retail sales amount to more than 1¼ billions of dollars yearly.

SELL in this market through the 450,000 receiving sets served by KPO and KGO. Average receiving set ownership is 13% above U. S. average.

Stations KPO and KGO or any of the offices listed below will gladly furnish detailed information on rates, time available, coverage, and results of other advertisers who have used these two NBC stations.

Write for free booklet "KPO, 50,000 watt Path to California's Billion Dollar Market."

NBC
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK — WEAF & WJZ • CHICAGO — WMAQ & WENR • SAN FRANCISCO — KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

To 80,000 PLACES

IN THE UNITED STATES AND CANADA

● 95% of all telegraph traffic of the country is between cities in which Postal Telegraph maintains its own telegraph offices for the *sole* purpose of receiving, transmitting and delivering telegrams. There is no point for which Postal Telegraph will not accept and transmit your telegram with promptness . . . with dependability . . . with accuracy.

Postal telegraph is the only American telegraph company that offers a world-wide service of coordinated telegraph, cable and radio communications under a single management.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

Early News Period Found Satisfactory

Majority of Stations Broadcast Press Reports by 7 p. m.

AT A MEETING of the governing committee of the Press-Radio Bureau, held in New York July 24 under the chairmanship of Edwin S. Friendly, reports were received that responses so far to the earlier evening news broadcasts have been entirely favorable.

The first week's operations under the system, whereby the evening report is presented at 6:30, local station time, showed both listeners and stations preferring this arrangement to the previous one, under which the report was broadcast at 9:30 or later. A majority of the stations subscribing to the service are now putting it on the air between 6:30 and 7 p. m., living up to their part of the agreement with the publishers, which provided that they would not hold up the reports longer than was necessary. Other stations, which have not yet cleared the earlier time, are expected to do so as soon as contracts permit.

The greatest difficulty is being experienced by network member stations in the Central Standard Time cities. Their 6:30 local time corresponds to 8:30 in New York —the time of evening when commercial network programs follow one another almost without interruption.

Distribution of the evening report to the subscribing stations is made through the following nine regional points: New York, Chicago, Minneapolis, Indianapolis, Cleveland, Kansas City, Dallas, Washington and Birmingham. Any station within 100 miles of any of these points can receive the report for $1.40 per day, through Western Union, and within 200 miles for $1.82. This is in addition to the bureau's service fee of $12.50 monthly and to charges for transmission of the morning service, which still are fairly high in the case of independent stations receiving them by telegraph. Network member stations have no such problem in the case of the morning service, provided their time is not more than one hour different from current New York time.

An Error Corrected

THE JULY 15 issue of BROADCASTING, reporting the new series of *Minneapolis Journal* sponsored promotional programs on WCCO, incorrectly stated that that newspaper was partner in the recent purchase of WRHM, Minneapolis. This is incorrect. The station was bought jointly by the *Minneapolis Tribune* and the *St. Paul Pioneer Press-Dispatch*. The *Minneapolis Journal* is not connected with the station in any way. We regret the error.

THE RIGHT of dentists to advertise is upheld in a decision of the New York Appellate Division which halts the State Board of Medical Examiners from enforcing a regulation prohibiting such advertising.

WGST

1000 WATTS DAY
500 WATTS NIGHT

Serves Atlanta's Trading Area for Advertisers at Lowest Cost Per Listener in Georgia.

Write for 500 Microvolt Survey of WGST, Showing Definite Trading Area

WGST • Atlanta, Georgia

National Representative

PAUL H. RAYMER

New York • Chicago • San Francisco

CLEVER, THESE CHINESE . .

現在快定廣告的地

. . . IN OTHER WORDS

RESERVE SPACE NOW

for the

NAB CONVENTION ISSUE

SEPTEMBER *15th*

PREFERRED RUN-OF-PAPER POSITION WILL BE ALLOTTED ACCORDING TO PRIORITY OF RESERVATION DATES...

BROADCASTING

Broadcast Advertising

National Press Bldg Washington, D. C

How much will the chain of eight stations cost?

Can you arrange for an audition Friday afternoon?

What can you suggest for a contest?

Do you think the continuity should be changed?

Will you handle the merchandising tie-up in the Middle West?

LONG DISTANCE GETS THE ANSWERS INSTANTLY

IMPORTANT questions arise each day in planning and handling radio programs. When you need the answers *quickly*, Long Distance is there to help you. In less than two minutes* it puts you in touch with almost any one, anywhere . . . and you can talk back and forth until complete understanding is reached and the matter settled.

Long Distance is just one of several Bell System services available to help you in the business of radio broadcasting. A particular advantage is the speedy *personal contact* it brings with people in other cities. And by helping you get many things done in quick succession . . . without leaving your desk . . . it saves you money as well as time.

**The average time required to reach the distant telephone on all out-of-town calls in the United States last year was 1.5 minutes.*

KIDDING PREFERRED

KOIL Listeners Dislike Program Breaks and Gongs

KIDDING the product, as Ben Bernie, Jack Benny and Ed Wynn do, is the most acceptable kind of radio advertising among listeners in the Omaha and Council Bluffs area, it was revealed in a survey made by John M. Henry, manager of KOIL. And the worst type of advertising is the short announcement that breaks in with a gong, or siren or shout of "Extra" or "Important." Almost unanimously the several thousand persons answering Mr. Henry's queries on the air disliked this form of publicity.

The survey was made on a daily forenoon program in which Mr. Henry, during a period of intimate chats about radio, asked for expressions of the listeners' likes and dislikes as to advertising types. Each day for a month the request was made. Responses came from 5,000 listeners, 22 per cent of whom gave rural addresses.

Next to "kidding the products" the listeners liked advertising in which recommendation of the product is woven naturally into the continuity. The third choice was the short, clearly stated commercial credit *at the beginning and end* of any good entertainment. The listeners expressed resentment at interruptions of a good program with commercial credits.

Next to the shouted attention-grabber announcement, testimonials of any kind drew the greatest number of objections.

Educators to Talk Radio At Chicago Meet, Oct. 8-9

TENTATIVE arrangements for the fourth annual assembly of the National Advisory Council on Radio in Education were made in Chicago the week of July 23 by Levering Tyson, director. The assembly of six sessions will convene in Chicago Oct. 8 and 9, with the first session in the auditorium of the Hall of Science Building at the Century of Progress Exposition. The discussions, which will bring noted educators interested in radio together, will be under the heading of "The Usefulness of Broadcasting in a Changing Social Order."

Mr. Tyson announced that the local committee has been set up comprising Robert M. Hutchens, president of the University of Chicago, as chairman; Walter Dill Scott, president of Northwestern University, and Carl Milam, secretary of the American Library Association.

Sloan's-Vince Returning

PROGRAMS sponsored by the William R. Warner Co. for Sloan's Liniment and Vince will return to the NBC-WJZ network starting Wednesday, Sept. 19. As was the case during the last winter-spring campaign, Warden Lawes and John McCormack will be the principal talent for the two shows, respectively. Cecil, Warwick and Cecil, New York, handles the account.

WKBF

IN THE GREAT HOOSIER MARKET

Local or national . . . in Indianapolis, WKBF *does the job* . . . and does it so well that it carries most of the local radio advertising accounts, and an ever-increasing majority of national spots.

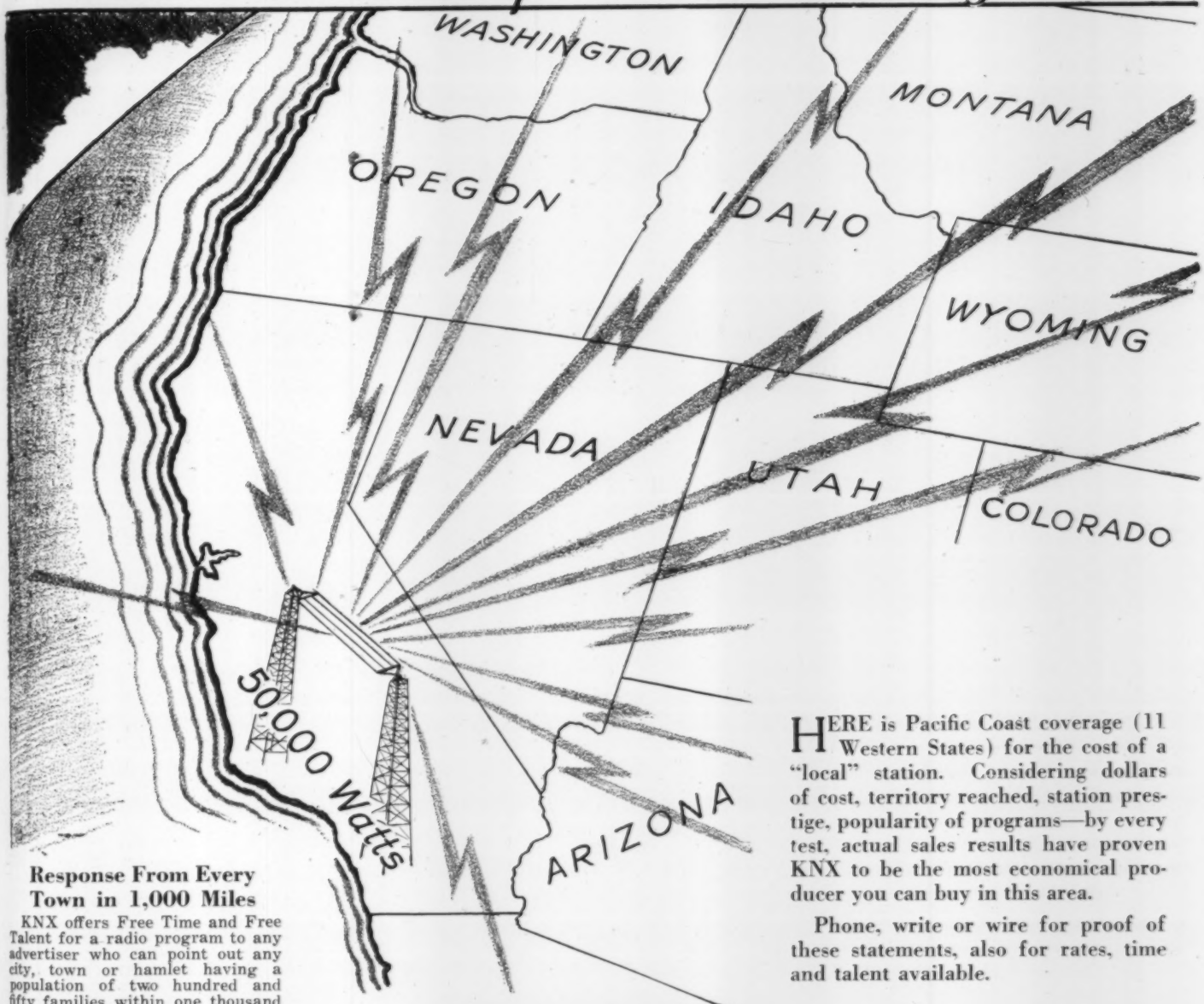
D. E. "Plug" Kendrick
Vice-President and General Manager

L. L. "Jake" Jaquier
Commercial Manager

National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York Chicago
San Francisco Los Angeles

Covers THE NATIONS 13TH RETAIL MARKET

The Most RESULTFUL
Radio Investment *You can make on the Pacific Coast*



Response From Every Town in 1,000 Miles

KNX offers Free Time and Free Talent for a radio program to any advertiser who can point out any city, town or hamlet having a population of two hundred and fifty families within one thousand miles of KNX Studios, from which KNX cannot produce immediate evidence of tune-in either written, wired or telephoned, with merely one request made over the air on KNX.

HERE is Pacific Coast coverage (11 Western States) for the cost of a "local" station. Considering dollars of cost, territory reached, station prestige, popularity of programs—by every test, actual sales results have proven KNX to be the most economical producer you can buy in this area.

Phone, write or wire for proof of these statements, also for rates, time and talent available.

"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts on National Cleared Channel*

Hollywood, California

GREIG, BLAIR & SPIGHT, *Representatives*

SAN FRANCISCO OFFICE	CHICAGO OFFICE	NEW YORK OFFICE
Lindsay Spight,	John Blair	Humboldt J. Greig
485 California St.	520 North Michigan Ave.	Chrysler Bldg.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WFAA, Dallas: Armand Co., Des Moines (cosmetics), 13 quarter-hour transcriptions, thru N. W. Ayer & Son; Black Flag Co., Baltimore (insecticide), 55 announcements, Fletcher & Ellis, N. Y.; John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 52 five-minute programs, Henri, Hurst & McDonald, Inc., Chicago; Welch Grape Juice Co., Westfield, N. Y., 45 announcements, H. W. Kastor & Sons, N. Y.; Hamm Brewing Co., St. Paul (beer), 13 quarter-hour transcriptions, McCord Agency, Minneapolis; Kerr Glass Mfg. Co., Sand Springs, Okla. (fruit jars), 26 announcements, Rogers Gano Advertising Agency, Tulsa; Bristol-Myers Co., New York (Frances Ingram cosmetics), 52 quarter-hour transcriptions, Thompson-Koch Co., Cincinnati.

WOR, Newark: RCA Victor Co., Camden, N. J. (radios), 4 news commentator periods weekly, 15 weeks, thru Lester A. Loeb, Inc., N. Y.; Nell Vinick, New York (beauty advisor), 3 transcriptions weekly, 5 weeks, direct; Oakite Products, Inc., New York (Oakite cleanser), 3 Martha Deane studio periods weekly, 7 weeks, Rickard & Co., N. Y.; Empire Gold Co., New York (gold buying), weekly "Voice of Gold" period, 13 weeks, direct; Borden's Ice Cream Co., New York, Uncle Don program, 13 week renewal, direct; Gold Refining Corp., New York (old gold), 3 recordings weekly, 13 weeks, D. Malkiel Agency, Boston.

WOAI, San Antonio: Faultless Starch Co., Kansas City, Mo., quarter-hour transcriptions, 3 times weekly, thru Russell C. Comer Advertising Co., Kansas City; Plough, Inc., Memphis (St. Joseph's Aspirin), 52 announcements, Lake-Spiro-Cohn, Inc., Memphis; Chevrolet Motor Co., 12 announcements, Campbell-Ewald, Detroit; Dodge Motor Co., 12 announcements, Ruthrauff & Ryan, N. Y.; Reliance Mfg. Co., Chicago (Big Yank shirts), 6 announcements, Carroll Dean Murphy, Chicago; Norwich Pharmacal Co., Norwich, N. Y. (Unguentine), 26 announcements, L. C. Gumbinner Agency, N. Y.; Blatz Brewing Co., Milwaukee (beer), 27 announcements, Klau-Van Pietersom-Dunlap Associates, Milwaukee.

KPO, San Francisco: Reliance Mfg. Co., Chicago (Big Yank shirts), quarter hour weekly, thru Carroll Dean Murphy, Chicago; California Association of Ice Industries, San Francisco, twice weekly quarter hour transcriptions, Leon Livingston Advertising Agency, San Francisco.

WDAY, Fargo, N. D.: Ford Motor Co., half hour transcriptions of Fred Waring orchestra, once weekly, 13 weeks, thru N. W. Ayer, N. Y.; Suds-a-Lot, Inc., Joliet, Ill. (soap), two announcements daily, 4 weeks, direct; Gamble Stores, Minneapolis (automotive jobbers), 5-minute transcriptions, once weekly until Sept. 13, direct.

KGB, San Diego, Calif.: Carter Medicine Co., New York (liver pills), 3 transcription announcements weekly, 52 weeks, thru Spot Broadcasting, Inc., N. Y.; Kellogg Co., Battle Creek, Mich. (Corn Flakes), 260 announcements, Stanley West, Los Angeles.

KWCR, Cedar Rapids, Ia.: Kal Products, Inc., St. Paul (X-Z-3 Ointment), 26 announcements, thru McCord Co., Minneapolis; Dodge Motor Co., 6 announcements, Ruthrauff & Ryan, N. Y.

KMOX, St. Louis: Benjamin Moore & Co., New York (house decorating), weekly "Triangle Club," studio program, 13 weeks, direct; Walgreen Drug Co., Chicago, daily time signals, thru Epstein Co., Chicago; Jenny Wren Co., Lawrence, Kan. (mixed flour), daily announcements in "Women's Hour" and "Tune Shop," R. J. Potts, Kansas City; Reid Murdock & Co., Chicago (Monarch food brands), daily time signals, 52 weeks, Phillip O. Palmer Co., Chicago.

KNX, Hollywood: Consolidated Mining Co., Virginia City, Nev. (stock selling), quarter-hour weekly, 3 months, thru Elwood Robinson Agency, Los Angeles; Jel-Sert Co., Chicago (Flavorade), participation daily, 90 days, Rogers & Smith, Chicago; Tablet No. 66 Laboratories, Los Angeles (rheumatism tablets), 2 hours weekly, 3 months, direct; Crazy Water Crystals Co., Los Angeles office, 4 transcriptions weekly, 52 weeks, Tom Wallace Agency, Los Angeles.

KGW, Portland, Ore.: Best Foods, New York (mayonnaise), 1-minute announcements, July 2-18, thru Benton & Bowles, N. Y.; Dodge Motor Corp., 60 announcements, Ruthrauff & Ryan, Detroit; Esbencott Laboratories, Portland (Santiseptic lotion), quarter-hour transcription daily thru July, W. S. Kirkpatrick, Portland.

WNEW, Newark: Spiritual Psychic Science Church, Los Angeles, 14 half-hour periods weekly, 26 weeks to Jan. 15, 1935, thru Bess & Schillin, Inc., New York.

KEX, Portland, Ore.: Esbencott Laboratories, Portland (Santiseptic lotion), quarter-hour daily thru July, W. S. Kirkpatrick, Portland.

Welch's Added Spots

WORLD Broadcasting system announces the addition of KPO, San Francisco, and KFI, Los Angeles, to the schedule for the Welch Grape Juice Co., Westfield, N. Y., carrying three one-minute transcriptions weekly through Aug. 17. Account is handled by H. W. Kastor & Son, Chicago. The account is placed on various stations to supplement the Welch period on NBC featuring Irene Rich.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

MOHAWK CARPET MILLS, New York, on Sept. 6 starts "Mohawk Treasure Chest" with orchestra, male singer, and female announcer on 27 NBC-WEAF and supplementary stations, Thursdays, 12 noon-12:15 p. m., and Sundays, 2:30-3 p. m. Agency: Batten, Barton, Durstine & Osborn, New York.

UNITED AMERICAN BOSCH Corp., Springfield, Mass. (radios, auto horns, magnetos, etc.) on Aug. 19 starts "Radio Explorers Club," historical talks by explorers, on 38 NBC-WJZ and supplementary stations, Sundays, 5:30-5:45 p. m. Agency: E. T. Howard Co., N. Y.

WHEATENA Corp., Rahway, N. J. (cereal) on Aug. 27 starts "Billy Batchelor" on 16 NBC-WEAF stations, Mondays to Fridays inclusive, 6:45-7 p. m. Agency: McKee & Albright, Philadelphia.

SPRATT'S PATENT, Ltd., Newark (dog food) on Sept. 23 starts "Dog Dramas," with Albert Payson Terhune, noted author of dog stories, on 24 NBC-WJZ and supplementary stations, Sundays, 5:45-6 p. m. Agency: Paris & Peart, N. Y.

DUNN & McCARTHY, Inc., Auburn, N. Y. (Enna Jettick shoes) on Aug. 22 starts program still undecided on 30 NBC-WJZ and supplementary stations, Wednesday, 10-10:15 p. m. Agency: Grey Advertising Agency, N. Y.

WASEY PRODUCTS, Inc., New York (Barbasol, Bost Toothpaste, etc.), on Sept. 17 renews Edwin C. Hill in "The Human Side of the News" on 23 CBS stations, Mondays, Wednesdays, and Fridays, 8:15-8:30 p. m. Agency: Erwin, Wasey & Co., New York.

THE MOLLE Co., Bedford, Ohio (Molle Shaving Cream), on Oct. 1 renews "Molle Show," with Molle Trio, Dwight Lathan, Wamp Carlson, Guy Bonham, Milt Rettenberg, and Tony Calluchi on 16 NBC-WEAF stations, Mondays and Thursdays, 7:30-7:45 p. m., and on 20 NBC-WEAF stations, Wednesdays, 7:30-7:45 p. m. Agency: Stack-Goble Advertising Co., Chicago.

MacFADDEN PUBLICATIONS Inc., New York (True Story Magazine), on Aug. 5 renews "True Story Court of Human Relations" on 36 CBS stations, Fridays, 8:30-9 p. m., with repeat for western stations, 11:30 p. m. to 12 midnight. Agency: Erwin, Wasey & Co., N. Y.

S. C. JOHNSON & SON, Racine, Wis. (Johnson's Wax and allied products), on Sept. 2 starts "House by the Side of the Road," with Tony Wons, on 53 NBC-WEAF and supplementary stations, Sundays, 4:30-5 p. m., with repeat at 5:30-6 p. m. Agency: Needham, Louis & Brorby, Chicago.

REAL SILK HOSIERY MILLS, Indianapolis, on July 1 renewed "Real Silk Program," with Charles Previn's orchestra, vocalists, and guest artists on 41 NBC-WJZ and supplementary stations, Sundays, 7-7:30 p. m. Agency: Erwin, Wasey & Co., Chicago.

GENERAL MILLS, Inc., Minneapolis (Bisquick), on July 2 renewed "Betty & Bob" on 27 NBC-WJZ and supplementary stations, Mondays to Fridays inclusive, 4-4:15 p. m. Agency: Blackett-Sample-Hummert, Inc., Chicago.

THE CENTAUR Co., New York (Fletcher's Castoria), on Sept. 15 starts S. L. "Roxy" Rothafel as m.c. of variety show on 51 CBS stations, Saturdays, 8-8:45 p. m. Agency: Young & Rubicam, N. Y.

BEECH-NUT PACKING Co., New York (Gum, Candy, Fruit Drops), on Oct. 1 starts "Red Davis," sketches of American home life, on 44 NBC-WJZ and supplementary stations, Mondays, Wednesdays, and Fridays, 7:30-7:45 p. m. Agency: McCann-Erickson, Inc., N. Y.

WESTERN CLOCK Co., LaSalle, Ill. (Big Ben, Westclox), on Sept. 30 starts "Big Ben Dream Drama" on 20 NBC-WEAF stations, Sundays, 4:45-5 p. m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

WHEATENA Corp., Rahway, N. J. (Wheatena cereal), on Aug. 27 starts "Billy Batchelor" on basic NBC-KGO network, daily except Thursdays and Sundays, 4:30-4:45 p. m., PST, until Sept. 29, and 5:30-5:45 p. m. starting Oct. 1. Agency: McKee & Albright, Philadelphia.

CBS CHANGES: Borden Co. "45 Minutes in Hollywood" on CBS on July 26 shifted to Thursdays, 10-10:45 p. m.; Brillo Mfg. Co. resumes Oct. 7 with Tito Guizar, Sundays, 12:30-12:45 p. m., EST; Studebaker Sales Corp. on Sept. 9 will shift Richard Himber and "Studebaker Champions" to Sundays, 7-7:30 p. m., with repeat at 11:30 for west.

NBC CHANGES: B. T. Babbitt, Inc. "Little Miss Bab-O's Surprise Party" on Sept. 4 will shift to Sundays, 1:30-2 p. m. on WEAF; Malted Cereals Co. "Little Known Facts About Well Known People" on Sept. 2 will shift to Sundays, 1-1:30 p. m., WEAF; Lehn & Fink Co. "Hall of Fame" Sunday night series on July 22 started 10 weeks of famous dance bands; Al Jolson on July 19 returned to Kraft-Phenix Cheese Corp. program with Paul Whiteman and Deems Taylor.

PULITZER'S FEAST—Radio men of the "St. Louis Post Dispatch" station, KSD, joined with other department heads of that newspaper July 9 in feasting upon a 35-pound salmon caught by Joseph Pulitzer, Jr., publisher, from his yacht off Nova Scotia. Seated before the giant fish is George M. Burbach, advertising manager of the newspaper in charge of the radio station. At extreme left, standing, is R. C. Jenkins, KSD sales manager, and second from right, standing, is William West, KSD manager.

Savings Via Radio

GOLDEN West Plan, Inc., Los Angeles, has reported more than average success with its program over KRKD with daily spots and recorded programs. The sponsor, a savings-plan organization, sends a dime bank to fans free upon request. As a further inducement, fans who put in a dollar or more and open an account are also given a leather wallet. Firm depends on the broadcast for its new accounts and does not follow up the radio calls with direct selling.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

ARTHUR PRYOR, Jr., and Homer Fickett, representing the New York office of Batten, Barton, Durstine & Osborn, left Hollywood late in July en route back to New York. They had been on the coast in connection with the projected transcontinental for Continental Baking Co., which did not materialize.

VIVIAN E. CARR, formerly with Henri, Hurst & McDonald, Chicago, has joined the staff of Blackett-Sample-Hummert, Inc., Chicago. Miss Carr also was formerly with WMBD, Peoria.

KFEQ, St. Joseph, Mo., announces the appointment, effective July 21, of Kasper-Gordon Studios, Boston, as its New England representative.

ROMAN CLEANSER MFG Co., Detroit, has appointed Holmes, Inc., Detroit, to handle its advertising.

STANDARD ACCIDENT INSURANCE Co., Detroit, has placed its advertising account with C. E. Rickerd Advertising Agency, Detroit.

SCOTT & BOWNE, Inc., Elmira, N. Y. (Scott's Emulsion, Ki-Noids, Vitamin A & D Tablets), has placed its advertising account with Marshalk & Pratt, Inc., New York.

CARLYLE LABORATORIES, Inc., New York (Cosmetics), has appointed Charles J. Cutajar Advertising Agency, New York, to handle its advertising.

O'BRIEN VARNISH Co., South Bend, Ind., has placed its advertising with Hays MacFarland & Co., Chicago.

THOROBREAD Co., Cincinnati (animal foods) has placed its advertising with Keelor & Stites Co., Cincinnati.

Gulf's Relays Undecided

NO DECISION had been reached by Gulf Oil Co., up to the time of going to press, with regard to a continuation of the current series of international broadcasts from European capitals, though quality of reception and public response on the first two shows were highly gratifying. For the Aug. 12 broadcast, a variety program will be presented from New York, with an orchestra and chorus under Al Goodman, and soloists. Cecil, Warwick & Cecil, New York, is the agency.

THE "QST" series over an NBC-WEAF network Tuesday nights, in which the unusual experiences of amateur radio operators are dramatized, is bringing to public attention some of the expressive slang used by the short wave enthusiasts for the sake of brevity. The operators call themselves "hams," and are divided into three classes—men, of any age or marital situation, are grouped as "O.M's" (Old Men); unmarried women are "Y.L's" (Young Ladies); and married women are disrespectfully referred to as "O.W's" (Old Women).

PROSPECTS

A REPORT by George McKittrick & Co. July 23 shows the following advertisers to be either using radio or making plans to include radio with other media in campaigns to be released in the near future:

GOLDEN PEACOCK, Inc., Paris, Tenn. (toilet preparations); account handled through Ruthrauff & Ryan, Inc., Chicago. K. D. Stewart account executive.

CLEVELAND STEEL PRODUCTS Corp., Cleveland (Torridheet oil burners); placed by Foster & Davies, Cleveland.

BERGHOFF BREWING Corp., Fort Wayne, Ind.; placed by Henri, Hurst & McDonald, Chicago.

EVER-KLEAN SEAT PAD Co., Chicago (straw seat pads); through Schenker Co., Chicago. Account executive, Jack Schenker.

DIAMOND BEVERAGE Corp., Waterbury, Conn., placed through Charles W. Hoyt Co., Inc., New York.

UNIVERSAL MILLS, Fort Worth, Texas (flour and feeds), will use radio with other media, and has appointed Tracy-Locke-Dawson, Dallas, to handle its advertising.

Program Selects Sponsors

(*Continued from page 7*)

for writing. In response came 7,500 letters, of which a thousand specifically congratulated the hour on its commercial policy.

Do the companies whose products the hour sponsors feel that this method of commercial handling is adequate and profitable? One of the three companies reports that its entire warehouse and factory stock is completely exhausted and it has been forced to call in surpluses from other markets to fill the Chicago demand. This company used the Bundesen Hour as its exclusive merchandising medium.

Offsets Other Losses

A SECOND company reports that, while sales in other markets have suffered a marked seasonable decline, the sales in the Chicago market have, on the contrary, shown an unusual increase, forcing diversion of surplus stocks from other cities to Chicago. This company also used the Bundesen Hour as its exclusive merchandising medium.

After ten months of daily broadcasting, the Bundesen Hour feels that informative radio copy can be used to develop a substantial consumer demand where the copy is disseminated through a medium which has a definite authority in the public mind.

"LA QUOTA" is the name of the new 44-foot yacht which Paul M. Segal, Washington radio attorney, has purchased for cruises on the Potomac and Chesapeake Bay.

ASK BIRMINGHAM LISTENERS ABOUT RADIO SHOWMANSHIP AND **WSGN** WILL ALWAYS STAND FIRST

Full Time — S. A. Cisler, *Mgr.*

Represented by

ASSOCIATED BROADCASTING CORP., Chicago and Kansas City
COX and TANZ, Inc., New York and Philadelphia

WOW'S WEALTHY TERRITORY IS *RICHER* BY $250,000,000.

WOW

ON THE N.B.C. RED NETWORK

New money to spend!
More people to spend it!
Reach them thru WOW

THANKS to the New Deal's many federal projects, more than a quarter-billion dollars in government funds has been allotted WOW's coverage territory, thus raising the buying power of this rich agricultural market. Eastern Nebraskans and western Iowans are spending money! Call their attention to your products *now* . . . and, when you do, remember . . . there is no better medium than WOW, by all odds their favorite radio station.

590 Kilo. Cleared Regional Channel 1000 Watts

WOW is owned and operated by

Woodmen of the World Life Insurance Assn.

OMAHA

Radio Station WOW,
Omaha, Nebr.

Please send me a rate card and additional information concerning WOW and its commanding position in your wealthy agricultural territory.

..... (Name)

..... (Address)

Another Example of The Flexibility of Don Lee Broadcasting Service

• The Sunday program of the Franco Baking Company has been one of the ace local programs in Los Angeles for the past two years.

• Now it is a California chain program over the Don Lee Broadcasting System. A local bakery in each of the 8 major California markets is the sponsor of the program over its local station.

• Commercial announcements for each local bakery are given in the voice of the Master of Ceremonies, Johnnie Murray, by the use of carefully prepared record transcriptions which go on the air in each station on cue.

• Here is a quality network program adapted to the needs of the local broadcast.

If you or your industry want to use radio in a different, original or unusual way, let Don Lee show you how flexible and ingenious a service they offer.

•

If you want to sell the Coast, or any part of it, better write or wire for detailed information.

DON LEE
Broadcasting System

C. Ellsworth Wylie
General Sales Manager, Los Angeles

•

Los Angeles, KHJ — Fresno, KMJ
San Francisco, KFRC — Stockton, KWG
San Diego, KGB — Sacramento, KFBK
Bakersfield, KERN — Santa Barbara, KDB

(Northwest Unit)
Portland, KOIN — Seattle, KOL
Tacoma, KVI — Spokane, KFPY

•

Los Angeles Office.....7th at Bixel St.
San Francisco Office..1000 Van Ness Ave.

Novel Stunt Spots Ice Chest Owners

A NOVEL idea to obtain names of electric refrigerator prospects was used by the Tafel Refrigeration Co., Cincinnati, Westinghouse distributors, with the aid of spot announcements on WCKY.

Three announcements daily offered a free Cleanaire Food Conditioner to ice box users. The conditioner keeps food odors from mingling and shows ice box temperature at all times. The announcements made it plain that the conditioner was the gift of the Tafel Co., and was a means of calling attention to the new Westinghouse refrigerator.

After two weeks the supply of several hundred conditioners ran out and the announcements had to be stopped temporarily until a new supply was obtained. Salesmen delivering the devices reported they obtained easy entree to ice-box-using homes, and housewives receiving the gifts were invariably glad to listen to the story of Westinghouse refrigerators.

NATIONAL Starcasts, Inc., is the latest transcription and recording company formed in Hollywood.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Armour & Company, Chicago (Meats)
Joseph Burnett Co., South Boston, Mass. (Extracts).
Century Laboratories, New York (Foot Powder).
Chesapeake & Ohio Railway, Detroit (Railroad Travel).
Chieftain Mfg. Co., Baltimore (Shoe Polish).
M. C. Clein & Co., Atlanta (Mentho-Mulsion).
Good Humor Ice Cream Co., Chicago (Ice Cream bars).
Hudson Motor Car Co., Detroit (Motor Cars).
Lite Soap Co., Aurora, Ill. (Soap).
Nacor Medicine Co., Indianapolis (Asthma Relief).
Palmer Match Co., Akron, Ohio (Strikalite Matches).
C. F. Sauer Co., Richmond, Va. (Flavoring Extracts).
Sheffield Farms Co., Inc., New York (Milk and Dairy Products).
G. Washington Coffee Refining Co., Morris Plains, N. J. (G. Washington Coffee).

RADIO RELEASE, Ltd., Hollywood transcription producers, has announced new representatives as follows: Cockfield, Brown and Co., Vancouver, B. C.; A. E. Bennett, 2GB, Sydney, Australia; WGAR, Cleveland; Universal Radio Productions, 6 No. Michigan Ave., Chicago; Frederick H. Schmalz, Alderway Bldg., Portland, Oreg.; and Jed Stokes, 142 E. First South St., Salt Lake City.

CALL of KFBL, Everett, Wash., has been changed to KRKO.

STUDIO NOTES

CONSTRUCTION of a large new studio for CBS on the second floor of the Wrigley Bldg., Chicago, is being rushed to completion to take care of an expansion in the number of network originations in Chicago. The new studio will embody the latest developments in acoustical and engineering design.

WDAS, Philadelphia, on July 30 began broadcasting with its new transmitter at Woodside Park, a new RCA Class B modulated transmitter, and on Aug. 20 will occupy its spacious new studios in Radio Center, Philadelphia, according to an announcement by W. Maurice Steppacher, secretary-treasurer of WDAS. Tests will shortly be started also to find a location for a new vertical radiator type antenna.

WSM, Nashville, salutes Paducah, Bowling Green and Hopkinsville with popular programs which will include news from these thriving Kentucky cities together with their histories. This series of good will programs dedicated to various cities throughout the South have become one of the most popular features of the station.

A NEW organ studio of acoustic tile floating construction, equipped with a three-manual Wurlitzer organ, will be installed by WHEC, Rochester, N. Y., early in September. The studio will have a Carrier Engineering Cool air-conditioning system.

"JUBILEE" captions a series of ten half-hour programs to be given once a week over KFWB, Hollywood, by Listenwalter & Gough, Inc., Los Angeles, distributors for Kelvinator refrigerators to some 150 Southern California retail outlets. Account was handled direct. The series started late in July, built around Jack Joy's Orchestra, with a 15-voice ensemble. Commercial spots call attention to the fact that August and September are two of the hottest months of the year, with electric refrigeration more important at that time than any other part of the year.

NANCY AND JANE is the title of a new series of weekly programs over WCKY, Cincinnati, sponsored by McAlpin's Department Store. The dramatic sketches tell of the adventures of two Cincinnati girls on a vacation trip.

LOST and found advertisers in *Portland Oregonian* get double service for their money. Each morning, including Sundays, at 10 o'clock sharp, each "lost and found" advertisement in the newspaper is broadcast over KEX, its station, without extra charge to the advertiser.

A NEW WEATHER forecast service especially designed for yachtmen, aviators, and others who contemplate summer week-end trips was inaugurated over WEAF, New York, July 27. Each Friday at 11:30 p.m., EDST, a detailed weather forecast for Saturday and Sunday is broadcast, giving the government's predictions for weather along the Atlantic coast from Philadelphia to Boston as an aid to yachtmen, amateur aviators, motorists, and campers in planning their week-end activities.

"VOICES Never Heard" has been started on KFOX, Long Beach, Calif., as a studio feature. It brings before the microphone the office force and salesmen in spot interviews.

Join the family of result getters. Like "Felix," we know we must get results to retain our self-respect.

We supplement radio advertising with letter writing and personally contacting the retail trade through our Merchandising Department.

KFDM
SABINE BROADCASTING CO., INC.
P. O. BOX 2950 — BEAUMONT, TEXAS

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

KOMO, KJR, and the Payless Drug Co., Seattle, cooperated in building a big window display of radio-advertised drug products in the two 20-foot-deep windows in this company's large store near Seattle's principal downtown intersection. Every item sold in the drug stores that was advertised over KOMO, KJR, or NBC appeared in the windows along with a description of the radio program advertising the product. A KOMO microphone held the center position in the window.

NOTABLE results have been obtained by WKZO, Kalamazoo, Mich., in the handling of local business on a "result basis" rather than through negotiation of customary contracts. Disdaining contracts for select local clients, reports John E. Fetzer, president and manager, the station has found that virtually all of these accounts have been continued by virtue of results produced. One local food market, he said, increased its business about 700 per cent in 26 weeks, on a week-to-week basis, and now is the largest independent food store in the city.

TWO NEW participation programs have been added by WDAY, Fargo, N. Dak., at about a third of the special night rates. The shows are the Merry Makers Carnival and the Wednesday Special.

A NOON-DAY crowd equal to the night peak has been built up by KWCR, Cedar Rapids, Iowa, by means of "Noonday Show," a variety hour, including orchestra, street-corner interviews, and other features. Practically the entire hour is now sponsored. A "See Iowa First" five-minute travelogue series is also getting good results.

"ALDERGRAMS" is the title of a spot program sponsored by Leopold Alder, one of the south's largest department stores, over WTOC, Savannah. News flashes are given for 15 minutes.

FRANCO-AMERICAN BAKING Co. of Los Angeles, drew 32,000 to its picnic June 17 at Wineman ranch in the San Fernando Valley, according to the Los Angeles office of Erwin, Wasey & Co. The picnic was a promotion stunt in connection with the Sunday night Hi-Jinks program on KFWB.

THE HOOSIER OBSERVER, outspoken editorial commentaries on news of the middle west, is broadcast over WIND, Gary, Ind., every Sunday night at 10 o'clock. Harry W. Flannery, former editor and publisher, will be the observer.

WTAR, Norfolk, was all ready for NBC even before the station became associated with the network last month. Door panels and elevator boys' uniforms alike were adorned with "N.B.C." monograms. Advance information of the coming network affiliation, however, was not the cause. It happens that the studios of WTAR are located in the National Bank of Commerce building.

FINALISTS in the radio auditions at A Century of Progress sponsored by officials of the Fair and Newspaper Row, through the cooperation of NBC, will be heard on the air over NBC networks in a broadcast from the World's Fair. Forty contestants a day are being heard in the auditions, which opened on July 18 and will continue for 30 days. Prizes are to be awarded in three classifications — amateur, professional, and children.

KOMO and KJR, Seattle, have built another monitor booth for their new studios occupying most of the seventh floor of the block-long Skinner Bldg. The new booth will be used exclusively for electrical transcription equipment, two Western Electric vertical or lateral machines, and two RCA machines. This makes five control rooms for the combined studios. The new construction is in charge of Francis Brott, chief engineer.

WBIG, Greensboro, N. C., which recently went under new management, has just completed installation of a new rectifying unit manufactured by Raytheon Manufacturing Co., and is now erecting a 154-foot Blaw-Knox vertical radiator atop the 18-story Jefferson Standard Life Insurance Bldg. From ground level, the antenna will be at an elevation of 374 feet. Studios of the station have just been overhauled, refurnished, newly equipped and expanded, occupying space in the O. Henry Hotel.

TO PROVE the efficacy of radio, WSM, Nashville, is sending to agencies and advertisers excerpts from statements by leading advertising executives telling of their successes in the use of the medium. These statements are published on the front page of WSM's program release and open-time schedule, issued weekly.

Hanley Resumes Law

JAMES H. HANLEY, former member of the Radio Commission, on July 15 announced resumption of his general law practice, stating he will also specialize in radio, telegraph and telephone matters. His office will be in 1021 Tower Bldg., Washington, being associated with Mason, Spalding & McAtee of Washington and Hanley & O'Brien of Omaha. Mr. Hanley was fourth zone radio commissioner for a little more than a year, owing his appointment to Arthur Mullen, former Democratic national committeeman from Nebraska.

WILLIAM D. L. STARBUCK, former Federal Radio Commissioner, has filed suit for divorce in Reno, Nev., against Mrs. Frances Sayre Starbuck, New York social registerite, charging separation for more than five years. They were married in New York in 1926.

National and local advertisers know KVI results

KVI

TACOMA, WASHINGTON

Puget Sound Broadcasting Company

INCORPORATED

1000 WATTS 570 KC.

Intensive Coverage in TACOMA-SEATTLE Market

If it's **FACTS** *you Want!*

Month of APRIL 1934 —was the LARGEST APRIL **KSTP** ever had!

Month of MAY 1934 —was the LARGEST MAY **KSTP** ever had!

Month of JUNE 1934 —was the LARGEST JUNE **KSTP** ever had!

AND—contracts actually signed now indicate the LARGEST FALL SEASON in the history of **KSTP**

FALL of 1934

Beginning September 30, all time is sold out between 7 and 10:30 P. M. except 2½ hours each week.

FREE, ON REQUEST:
to Advertisers and Agencies, our New Charts showing the Distribution of RADIO SETS and RADIO SALES DOLLARS in MINNESOTA. A Guide to SUCCESSFUL SELLING!

MINNEAPOLIS **KSTP** ST. PAUL

DOMINATES THE NINTH U. S. RETAIL MARKET

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMM SSION
(Broadcasting Division)
JULY 15 TO JULY 28 INCLUSIVE

Decisions . . .

JULY 18

KFWB, Hollywood, Calif.—Granted CP to change equipment and increase D. power from 1 kw. to 2½ kw.

KWFV, So. Hilo, Waiakea, T. H.—Granted modification of CP to extend completion date to Sept. 1.

WGCP, Newark, N. J.—Granted license covering increase in power and installation of new equipment; 1250 kc., 1 kw. night, 2½ kw. day, shares with WNEW.

KTRH, Houston, Tex.—Granted license covering changes in equipment and increase in D. power; 1330 kc., 1 kw. night, 2½ kw. unlimited.

KLRA, Little Rock, Ark.—Granted license covering changes in equipment and increase in D. power; 1390 kc., 1 kw. night, 2½ kw. day, unlimited.

WGPC, Albany, Ga.—Granted license covering move of station from Americus to Albany, Ga., and installation of new equipment; 1420 kc., 100 w. D.

KGCU, Mandan, N. Dak.—Granted license covering local move of studio and transmitter and installing new equipment; 1240 kc., 250 w., specified hours.

WAAF, Chicago.—Granted license covering rebuilding of station destroyed by fire.

KVOS, Bellingham, Wash.—Granted license covering local move.

KOOS, Marshfield, Oreg. — Granted modification of license to change frequency from 1370 to 1200 kc.

KTM, Los Angeles—Granted authority to determine operating power by direct antenna measurement.

WPTF, Raleigh, N. C.—Granted extension of special experimental authority to operate until 8 p. m., PST., or period ending Feb. 1, 1935.

WBBM, Chicago—Granted extension of special experimental authority for synchronous 3/7 night time operation with KFAB from Aug. 1 to Feb. 1, 1935.

KFAB, Lincoln, Nebr.—Granted extension of special experimental authority for 3/7 night time hours' operation synchronously with WBBM and additional night time hours.

KXA, Seattle, Wash.—Granted extension of special experimental authority to operate simultaneously with WJZ from LS to 10 p. m., PST., using 250 w., for period ending Feb. 1, 1935.

KSO, Des Moines—Granted modification of CP, changes in authorized equipment and for approval of exact transmitter location at 715 Locust St., Des Moines.

WBAP, Fort Worth, Tex.—Granted temporary license subject to such action as may be taken upon the renewal application, which was set for hearing.

KFEQ, St. Joseph, Mo.—Granted temporary license subject to such action as may be taken upon the renewal application, which was set for hearing.

WRAX, Philadelphia—Granted renewal of license on a temporary basis subject to the condition that it may be cancelled at any time without advance notice or hearing when program tests are commenced at the new location in conformity with permit granted Oct. 27, 1933, authorizing operation on 920 kc.

KYW, Chicago—Granted renewal of license on temporary basis subject to the condition that it may be cancelled at any time without advance notice or hearing, when program tests are commenced at new location in Philadelphia.

The following stations were granted temporary authorizations covering summer months: WHDF, Calumet, Mich.; WLB, Minneapolis; WRHM, Minneapolis; WKRC, Cincinnati.

Set for hearing: WMCA, New York—Modification of license to increase D. power from 500 w. to 1 kw.

WGES, Chicago—Granted special temporary authority to operate specified hours for 30 days from July 13.

WSBT, South Bend, Ind.—Granted special temporary authority to operate specified hours for 30 days from July 13.

KGKB, Tyler, Tex.—Granted special temporary authority to operate specified hours for a period of not more than 30 days.

WEBQ, Harrisburg, Ill.—Granted special temporary authority to operate without approved frequency monitor for not more than 20 days.

The division reopened dockets Nos. 2219 and 2238, in re application for renewal of license of WBBS and application for consent to voluntary assignment of license of WBBS to Virgil V. Evans, for further hearing in conjunction with Docket 2236, application of Virgil V. Evans for CP to move station WBBS from Huntsville, Ala., to Greenwood, S. C.

KMPC, Beverly Hills, Calif. — Renewal application designated for hearing. Temporary license granted subject to further Commission action on application for renewal.

KTSA, San Antonio, Tex.—Suspended grant of special experimental authorization because of protest of KSD, St. Louis, and application designated for hearing.

WIS, Columbia, S. C.—Suspended grant for CP to move transmitter to site to be determined, to change frequency from 1010 kc. to 560 kc., and to increase power from 500 w. to 1 kw. night and from 1 kw. to 2½ kw. LS. Application designated for hearing because of protests of WQAM, Miami, Fla.; WLIT, Philadelphia; and WFI, Philadelphia.

General Television Corp., Boston—Granted petition to increase power from 200 to 500 w.

NEW, H. E. Studebaker, Lewiston, Idaho—CP for new station, 1420 kc., 100 w., unlimited time, heretofore set for hearing, was denied as in case of default.

JULY 24

WLBL, Stevens Point, Wis.—Granted modification of license to change hours of operation from 6 a. m. to LS. to 8 a. m. to LS.

KGNF, North Platte, Nebr.—Granted authority to install automatic frequency control equipment.

KSD, St. Louis—Granted authority to determine operating power by direct measurement of antenna.

WSMK, Dayton, Ohio—Granted extension of special temporary experimental authority to operate simultaneously with KQV from 7:30 p. m. to 12 midnight, EST., from Aug. 1 to 31, 1934.

KQV, Pittsburgh—Granted extension of special experimental authority to operate simultaneously with WCMK from 7:30 p. m. to 12 midnight, EST., from Aug. 1 to 31, 1934.

KGGF, Coffeyville, Kans.—Granted extension of special temporary authority to operate specified hours Aug. 8 to Sept. 7, provided WHAD remains silent.

KGKB, Tyler, Tex.—Granted extension of special temporary authority to operate specified hours from Aug. 10 to Oct. 9.

KTBS, Shreveport, La.—Granted special temporary authority to conduct field intensity survey tests, using 100-watt portable transmitter between 12 midnight and 6 a. m., EST., from Aug. 1 to Sept. 1.

WJAR, Providence, R. I.—Granted special temporary authority to conduct field intensity survey tests, using 50-watt portable transmitter between 12 midnight and 6 a. m., EST., during month of August.

WMBH, Joplin, Mo.—Granted special temporary authority to operate specified hours.

WEW, St. Louis—Granted special temporary authority to discontinue operation, with exception of broadcasting all government reports, from Aug. 1 to Sept. 1.

WLVA, Lynchburg, Va.—To operate station without approved frequency monitor from Aug. 1 to Sept. 1.

WLS, Chicago—Granted special temporary authority to make field strength measurements of former transmitter site at Crete, Ill., using 100-watt portable transmitter between 12 midnight and 6 a. m., CST., for three weeks from July 24.

WIBG, Glenside, Pa.—Present license extended for one month from Aug. 1, on temporary basis, subject to such action as may be taken on application for renewal.

WNAX, Yankton, S. Dak.—Granted renewal of license for auxiliary transmitter for term ending Sept. 1.

KSOO, Sioux Falls, S. Dak.—Granted special temporary authority to continue operating daily until 6:30 p. m., CST., and on Sunday nights beginning at 9:30 p. m., with reduction of power to 1 kw. from Aug. 1 to Feb. 1.

KGDM, Stockton, Calif.—Granted special temporary authority to operate on present frequency and power from midnight until 6 a. m., PST, for period ending Feb. 1.

KEKH, Shreveport, La.—Granted renewal of license on temporary basis, subject to such action as may be taken on application for renewal, which has been set for hearing, and upon the application of Arkansas-Louisiana-Texas Radio Corp. involving the facilities of this station.

WWVA, Wheeling, W. Va.—Granted renewal of license on temporary basis for auxiliary transmitter, subject to such action as may be taken upon renewal application now pending before it.

Set for hearing: WNAC, Boston — Modification of license to change frequency from 1230 to 830 kc. (facilities of WHDH); WACO, Waco, Tex.—Modification of license to change hours of operation from specified to unlimited.

KLRA, Little Rock, Ark.—Granted 30-day extension of program tests period, pending action on license application.

KPCB, Seattle—Granted extension of special temporary authority to operate station without approved frequency monitor, from July 16 to Aug. 1.

WTBO, Cumberland, Md.—Granted special temporary authority to operate station without approved frequency monitor not to exceed 15 days.

WRVA, Richmond, Va.—Granted special temporary authority to determine operating power employing temporary anmeter pending repair of original anmeter, for 15 days.

KFNF, Shenandoah, Iowa—Granted extension of special temporary authority to use time assigned to but not used by WILL and KUSD, from July 20 to Aug. 20.

WKOK, Sunbury, Pa.—Granted special temporary authority to operate station without approved frequency monitor for 10 days.

KWLC, Decorah, Iowa—Granted modification of special temporary authority to remain silent from July 18 to Aug. 18, and to reduce hours of operation to two hours daily from Aug. 19 to Sept. 10.

KTSA, San Antonio, Tex.—Granted permission to continue operating on 550 kc. with 1 kw. night, 250 w. day, until 3 a. m., Aug. 8, to provide time to secure crystals for former frequency 1290 kc.

NEW, Abraham Shapiro, Astoria, Oreg.—Granted petition to re-refer to examiner application for CP for broadcasting station to operate on 1370 kc., 100 w. unlimited time.

WHBY, Green Bay, Wis.—Denied petition seeking suspension of order of Federal Radio Commission entered June 29, denying application for CP to change frequency from 1200 to 1360 kc., and change power from 100 w. to 1 kw., unlimited time.

KGBX, Springfield, Mo.—Suspended grant to change frequency from 1310 kc. to 1230 kc., and increase in power from 100 w. to 500 w., because of protest of WFBM, Indianapolis. Application for changes set for hearing.

WORK, York, Pa.—Grant made by Federal Radio Commission to make changes in equipment, change frequency from 1000 to 1320 kc., and increase time to unlimited made permanent. Protest of WADC, Akron, withdrawn.

WICC, Bridgeport, Conn.—Suspended grant to increase power from 250 w. night, 500 w. LS., to 1 kw., LS., because of protest of WCAO, Baltimore. Application set for hearing.

NEW, E. L. Landsberg and K. V. Martin, Las Vegas, Nev. (E. Rep. 561)—Denied CP to operate on 1420 kc., 100 w. unlimited time, sustaining Examiner Walker.

KGIX, Las Vegas, Nev.—Granted renewal of license to operate on 1420 kc., 100 w., specified hours; Examiner Walker sustained.

NEW, Frank Wilburn, Prescott, Ariz. (Ex. Rep. 563)—Denied CP to operate on 1500 kc., 100 w., unlimited time (facilities of KPJM), sustaining Examiner Walker.

KPJM, Prescott, Ariz.—Granted renewal of license; 1500 kc., 100 w., unlimited time. Examiner Walker sustained.

Applications . . .

JULY 17

WHDH, Boston—Modification of license to increase hours of operation from D. to unlimited with power of 1 kw. until sunset at Denver and 500 w. thereafter.

WCNW, Brooklyn, N. Y. — Modification of CP as modified, authorizing move of transmitter, installation of new equipment and increase in D. power requesting changes in equipment and extension of commencement and completion dates.

NEW, Dudley J. Connolly, Chattanooga, Tenn.—CP to operate on 1420 kc., 100 w., unlimited time.

WSFA, Montgomery, Ala.—Modification of license to determine operating power by direct antenna measurement.

NEW, Lakeland Broadcasting Co., Lakeland, Fla.—CP to erect a new station to be operated on 1200 kc., 100 w., unlimited time.

NEW, Carolina Radio, Inc., Anderson, S. C.—CP to operate on 1200 kc., 100 w., unlimited time.

WREC, Memphis—Extension of special experimental authorization to operate with power of 1 kw. night, 2½ kw. D. from 9-1-34 to 3-1-34.

WTRC, Elkhart, Ind.—Consent to voluntary assignment of license to Truth Radio Corp.

KSO, Des Moines, Iowa—Modification of CP authorizing installation of new equipment, move of transmitter and increase in D. power to 500 w. requesting approval of old site for transmitter and make changes in equipment.

KIT, Yakima, Wash. — CP permit to install new equipment and increase power from 100 w. to 100 w. night, 250 w. D.

Applications returned: WBCM, Bay City, Mich.—Modification of license to increase D. from 500 w. to 1 kw.; NEW, Guthrie Broadcasting Co., Guthrie, Okla.—CP to operate on 1200 kc., 100 w., share time with WBBZ; NEW, Leo J. Blanchard, Fredericksburg, Texas—CP to operate on 1120 kc., 250 w., hours not clearly stated; KMLB, Monroe, La.—CP to make changes in equipment, increase power from 100 w. to 250 w. and change frequency from 1200 kc. to 1240 or 970 kc.; NEW, Joseph H. Hallock, Portland, Ore.—CP to operate on any local channel, 100 w. D.

JULY 18

WHOM, Jersey City, N. J.—CP to move transmitter from Jersey City to Hoboken, N. J., and install new equipment

NEW, Irving D. Sisson, Pittsfield, Mass.—CP to operate on 950 kc., 1 kw., D., amended to request 640 kc.

WKBZ, Ludington, Mich.—Modification of CP authorizing removal of transmitter from Ludington to Muskegon, Mich., requesting an extension of commencement date from 7-8-34 to 8-8-34.

KBTM, Paragould, Ark.—Modification of CP authorizing installation of new equipment and removal to Jonesboro requesting an extension of completion date from 7-15-34 to 10-1-34.

NEW, Winger and Thomas, Chattanooga—CP to operate on 1420 kc., 100 w., D.

KMMJ, Clay Center, Nebr.—CP to install new equipment and increase power from 1 kw. to 2½ kw.

WDGY, Minneapolis—License to cover CP granted 6-29-34 for new equipment and increase in power.

NEW, Dr. J. R. Burgess and Geo. R. Bairey, Helena, Mont.—CP to operate on 1420 kc., 100 w., unlimited time.

KFXF, Denver—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. D.

Applications returned: NEW, Ark-La-Tex Radio Corp., Laurel, Miss.—CP to operate on 1310 kc., 100 w., specified hours, facilities of WAML; KUMA, Yuma, Ariz.—Voluntary assignment of license to E. B. Sturdivant.

JULY 21

NEW, Adirondack Broadcasting Co., Inc., Portable, Mobile—CP for new general experimental station, 31100, 34600, 37600 and 40600 kc., power of 5 w.

NEW, James D. Scannell, Lewiston, Me.—CP to operate on 1210 kc., 100 w., unlimited time.

WBZA, Boston—Special experimental authorization to operate simultaneously with WBZ during D. up to one hour before sunset.

WKBZ, Ludington, Mich.—Modification of CP to move station to Muskegon, Mich., requesting extension of commencement date to 8-8-34 amended to request move of transmitter and studio to Occidental Hotel, Muskegon.

WLW, Cincinnati—Extension of special experimental authorization to use 500 kw. power for period 8-1-34 to 2-1-35.

WRDF, Calumet, Mich.—CP to move transmitter from Calumet to Laurium, Mich., and make changes in equipment.

NEW, Clinton Broadcasting Corp., Clinton, S. C.—CP to operate on 1120 kc., 100 w., D.

WTAX, Springfield, Ill.—License to cover CP authorizing local move of transmitter and studio.

NEW, Purdue University, Portable—CP to erect a new special experimental station, 890 kc. and 50 w. power.

WDZ, Tuscola, Ill.—CP to make changes in equipment and increase power from 100 w. to 250 w. D.

KFJI, Klamath Falls, Ore.—CP to make changes in equipment.

KIEV, Glendale, Calif.—Modification of CP authorizing changes in equipment and increase in power requesting further changes in equipment and extension of commencement and completion dates.

JULY 24

WJAR, Providence, R. I.—Modification of license to increase power from 250 w. night, 500 w. D. to 1 kw. night and D.

WEED, Rocky Mount, N. C.—Modification of license to change hours of operation from D. to unlimited with power of 100 w.

WPTF, Raleigh, N. C.—Modification of CP authorizing move, increase in power and installation of new equipment requesting an extension of completion date to 10-7-34.

KMBC Kansas City, Mo.—License to cover CP granted 6-29-34 authorizing installation of new equipment and increase in D. power from 1 kw. to 2½ kw.

KGDM, Stockton, Calif.—CP to move transmitter and studio, install new equipment, increase power from 250 w. to 1 kw., and hours of operation from D. to unlimited.

NEW, Alameda, Calif.—CP to operate on 1500 kc., 100 w., unlimited time.

Applications returned: WBNS, Columbus, Ohio—License to cover CP for move; WIBM, Jackson, Mich.—CP to make changes in equipment and increase D. power from 100 w. to 250 w.; WEED, Rocky Mount, N. C.—CP to increase hours of operation from D. to unlimited; WCAZ, Carthage, Ill.—CP to make changes in equipment, and increase in power from 100 w. to 250 w.; KWCR, Cedar Rapids, Iowa—License to cover CP for 1430 kc., 250 w.

JULY 25

WBAL, Baltimore—Extension of special experimental authorization to operate on 1060 kc. from 6 a. m. to LS at Hot Springs, Ark., unlimited to 9 p. m., EST, and synchronize with WJZ on 760 kc., 2½ kw., from 9 p. m., EST, for period 8-1-34 to 2-1-35.

WTIC, Hartford, Conn.—Extension of special experimental authorization to operate unlimited time simultaneously with KRLD on 1040 kc. from 8-1-34 to 2-1-35.

WJZ, New York, N. Y.—Extension of special experimental authorization to use an additional 20 kc. power for the period 8-1-34 to 2-1-35.

WEHC, Charlottesville, Va.—CP to install new equipment, change frequency from 1350 to 1420 kc. power from 500 w. to 100 w. night, 250 w. D. and hours of operation from D. to unlimited.

WBCM, Bay City, Mich.—Modification of license to increase power from 500 w. to 100 w. night, 1 kw. D.

KRLD, Dallas, Texas—Extension of special experimental authorization to operate unlimited time simultaneously with WTIC from 8-1-34 to 2-1-35.

KTHS, Hot Springs, Ark.—Extension of special experimental authorization to operate on 1060 kc. simultaneously with WBAL from 6 a. m. to LS, suspend operation from LS to 8 p. m., CST, and operate from 8 p. m., CST, to midnight from 8-1-34 to 2-1-35.

WWL, New Orleans—Extension of special experimental authorization to operate unlimited time for period 8-1-34 to 2-1-35.

WROL, Knoxville, Tenn.—Special experimental authorization to make changes in equipment and change frequency from 1310 kc. to 1050 kc. and increase power from 100 w. to 250 w. amended to omit request for change in frequency and increase in night power.

WRDW, Augusta, Ga.—Voluntary assignment of license to Augusta Broadcasting Co.

WCAL, Northfield, Minn.—License to cover CP authorizing changes in equipment and increase in D. power.

KPCB, Seattle—Modification of CP authorizing changes in equipment and increase in power requesting changes in equipment and change hours of operation from limited to unlimited and extension of commencement and completion dates; also modification of CP authorizing changes in equipment and increase in power; extension of special experimental authorization to operate on 710 kc., unlimited time from 8-1-34 to 2-1-35.

JULY 26

WEAN, Providence, R. I.—Extension of special experimental authorization to operate with an additional 250 w. power night for period 9-1-34 to 3-1-35.

KWK, St. Louis—Modification of CP authorizing changes in equipment and increase in D. power requesting further changes in equipment.

KMBC, Kansas City, Mo.—License to use the present main transmitter as an auxiliary as CP has been authorized to use present auxiliary transmitter as the main transmitter.

KECA, Los Angeles—Modification of CP authorizing change in equipment and increase in D. power to 2½ kw. requesting authority to install new equipment and increased D. power to 5 kw., amended to request power of 5 kw. day and night.

NEW, Albert T. Roche and Harold Smithson, Chico, Calif.—CP to operate on 850 kc., 100 w. D.

KMQ, Tacoma, Wash.—Modification of license to increase power from 250 w. to 250 w. night, 500 w. D.

KGEK, Yuma, Colo.—CP to move station from Yuma to Sterling, Colo., and make changes in equipment.

KWYO, Sheridan, Wyo.—License to cover CP authorizing erection of new broadcast station to be operated on 1370 kc., 100 w., unlimited time.

Applications returned: WLWL, New York, N. Y.—Modification of license to change frequency from 1100 kc. to 810 kc. and hours of operation from specified to unlimited time; NEW, Mid-Central Broadcasting Co., Kansas City, Mo.—CP to operate on 1370 kc., 100 w., unlimited time (facilities of KWKC); KIEV, Glendale, Calif.—Modification of CP authorizing changes in equipment and increase in D. power requesting further changes in equipment and extension of commencement and completion dates.

JULY 28

WMAL, Washington—License to cover CP authorizing installation of new auxiliary equipment.

NEW, Brown Radio Service and Laboratory, Rochester, N. Y.—CP to operate on 1210 kc., 100 w., unlimited time (Part of facilities of WOCL).

WQBC, Vicksburg, Miss.—Modification of license to change hours of operation from specified to D.

KMLB, Monroe, La.—Modification of CP authorizing changes in equipment to extend date of completion from 7-27-34 to 9-1-34.

KFJM, Grand Forks, N. D.—Special experimental authorization to make changes in equipment and increase D. power from 100 w. to 250 w.

KSEI, Pocatello, Idaho—Modification of CP issued pursuant to court of appeals for 890 kc. requesting authority to increase power from 250 w. night, 500 w. D. to 500 w. using directional antenna and move transmitter and studio to near Pocatello, Idaho.

KGIX, Las Vegas, Nevada—Modification of CP authorizing changes in equipment and removal of transmitter requesting change in transmitter site and extension of commencement and completion dates amended to omit request for change of transmitter site.

JULY 30

WPEN, Philadelphia, Pa.—License to cover CP authorizing erection of auxiliary transmitter.

WRAX, Philadelphia, Pa.—License to cover CP authorizing erection of auxiliary transmitter.

WIBM, Jackson, Mich.—CP to install new equipment and increase power from 100 w. to 100 w. night, 250 w. D.

WIBG, Glenside, Pa.—Modification of license to increase hours of operation from D. to D. until sunset at Chicago.

NEW, The Evening News Assn., On Aircraft—CP to erect a new broadcast pickup station to operate on 2150 kc., 50 w.

WMBR, Jacksonville, Fla.—CP to install new equipment and increase power from 100 w. to 100 w. night, 250 w. D.

NEW, Guthrie Broadcasting Co., Guthrie, Okla.—CP to erect a new broadcast station to be operated on 1200 kc., 100 w., sharing time with WBBZ. (Part of facilities of WBBZ.)

KABC, San Antonio, Texas—CP to install new equipment, change frequency from 1420 kc. to 1310 kc., and increase power from 100 w. to 100 w. night, 250 w. D.

WMT, Waterloo, Iowa—Extension of special experimental authorization to install new equipment and operate with power of 1 kw. night and 2½ kw. D. from 9-1-34 to 3-1-35.

NEW, J. H. Speck, Santa Fe, N. Mex.—CP to operate on 1310 kc. to 100 w., unlimited time.

Examiner's Reports . . .

NEW, S. George Webb, Newport, R. I.—Examiner Hill recommended (Report 1-1; Docket 2230) that application for CP on 1200 kc., 100 w. night and 250 w. LS, unlimited hours, be granted if and when WPRO, Providence, R. I., is given regular assignment on 630 kc. and when WORC is given regular assignment on 1280 kc.

THE KING'S MEN quartet was engaged by Paul Whiteman to appear on the Kraft-Phenix program over NBC after he listened to a transription broadcast over KFWB, Hollywood.

TOWERS OF WOOD

Spliced Poles to 200'
Guyed Masts
Fabricated Self Supporting
Full Price Range

JOSLYN MFG. & SUPPLY COMPANY
Franklin Park, Ill.

KJR
NBC
KJR listeners are afforded NBC sustaining programs
KJR
SEATTLE
The Pioneer High Powered Station of the Pacific Northwest. The only major station in the Northwestern markets offering guaranteed time.
For complete information see
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco
Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

YOU CAN CUSS

At fifty horses, struggling to pull your advertising load over a frequency road of mud and ruts.

OR YOU CAN SMILE

While a well-trained team makes better time over a smooth frequency road that's cleared for you.

•

WMT isn't the most powerful station in the world, but when WMT is on the air, *on 600 kilocycles*, Iowa listeners aren't bothered with fading, distortion, or a jumble of signals — the way is both smooth and clear over

WMT

"The Voice of Iowa"
In Waterloo

NAB Program for Big Convention

(*Continued from page 9*)

of Los Angeles, resigned, also is up for reelection to complete the remaining year of the term.

The annual banquet will be held Tuesday night and will include a full wine course dinner for the first time since prohibition. The registration fee of $10 includes the banquet.

With broadcasters entering the final year of the three-year copyright contracts with the American Society of Authors, Composers & Publishers Sept. 1, copyright discussions are expected to reach the usual oratorical heights when the Wednesday session is convened. Grumblings of station owners have been heard continuously since the last convention, and a demand has been made for action instead of just words. The program calls for speeches on this dynamite-laden issue by Newton D. Baker, NAB copyright counsel, or his partner, Joseph C. Hostetler, of Cleveland, who has been handling pending litigation seeking dissolution of ASCAP as an illegal monopoly. A report also is scheduled from Isaac D. Levy, in charge of copyright finances, and from Oswald F. Schuette, NAB copyright advisor.

The new copyright committee, designated by the NAB board in May to reopen negotiations with ASCAP for revision of present contracts so that royalties would be paid only on ASCAP music actually performed, also is expected to submit a report. This committee comprises Messrs. McCosker, Levy, Damm, F. M. Russell, NBC Washington vice president, and I. Z. Buckwalter, WGAL, Lancaster, Pa.

The Wednesday afternoon session will be devoted to installation of the new officers and to final business to be considered in executive session. Adjournment will follow, and, pursuing custom, the new NAB board will hold its initial meeting. Selection of a secretary and managing director will be its initial task, and the likelihood is that Mr. Loucks will be designated for his fifth consecutive term.

The Code Authority meeting will convene the following morning at the Netherland-Plaza. Presided over by Chairman Shepard, assisted by James W. Baldwin, executive officer, the meeting will be restricted to those stations which have paid their dues for the first, second and third quarters and who have otherwise complied with the terms of the code. Virtually all NAB members are members of the Code Authority.

To be conducted as an open forum, the code session will be open to expressions of opinions by broadcasters on provisions of the code.

Hour and wage provisions for technicians, the subject of a hearing in June before the NRA, are expected to share in the discussion, in view of the statement in behalf of the industry that any increase in wages and reduction in working hours would mean financial disaster for numerous small stations.

In a notice to all stations on July 26, Chairman Shepard sent out the formal announcement of the meeting. The session, he stated, would be conducted under the following rules:

1. The meeting will be open to any member of the radio broadcasting industry who is complying with all of the provisions contained in the code of fair competition for the radio broadcasting industry. This includes the payment of at least the first three quarterly installments of the assessments levied by the Code Authority to defray the costs of administration.
2. Each member qualified to participate shall be entitled to one vote.
3. Proxies will not be allowed.
4. A member in good standing may, in writing, designate a regular staff employe to represent him and his vote shall bind such member.
5. A member desiring to make a motion or to offer a resolution shall be required to submit a copy of the same to the presiding officer in order to gain recognition.

Daytime Survey in Pittsburgh Gives WCAE First Place

Featured Programs for Women, special attractions for children, PLUS WCAE'S Signal, the strongest in the Steel City, offer the largest audience in the Metropolitan area.

Women listen to WCAE programs and buy WCAE Advertised goods. Ask the local merchant or department store executive or your advertising counsel.

•

WCAE, Inc.

1220 Kcs. **1000 Watts**

NBC BASIC RED NETWORK

PAUL H. RAYMER, *National Representative*

D. E. "Plug" Kendrick

(*Continued from page 23*)

WBAW in Nashville, singing, announcing, and writing continuities. Finally, on April 1, 1928, he went to WFIW, Hopkinsville, Ky., as an announcer. There his duties, he discovered, included announcing, writing, entertaining, selling, bookkeeping, and even sweeping. He had an engineer who did the rest of the work. They matched to see who would assume the janitorial responsibilities. "Plug" lost.

WFIW was then on the air 12 hours a week. A year later it was a full-time CBS outlet with a staff of 14. In the next five years the station became one of the most popular 1,000 watters in the country—a tribute to "Plug" Kendrick's ability, both as a showman and practical business man. He originated the midnight barn dance parties from 12 to 3 a. m. He plugged for fan mail and got it. The station made money.

In 1933 WFIW was sold to George Norton, of Louisville, and moved to that city. "Plug" Kendrick went to Indianapolis, and on August 1, last year, became manager of WKBF. Although he left behind the "Plug Kendrick Rhythm Millers" and his hill-billy shows, he took most of the WFIW staff with him, including J. A. (Jake) Jacquier, commercial manager; Odes Robinson, chief engineer; and Katherine McCarten and Bob Archer, program directors. A month later WKBF became an NBC outlet.

"Plug" Kendrick married Nellie McTigue, of Nashville, on May 17, 1921, picking his birthday so he could always remember the date. His daughter, Eleanor, was born December 11, 1922. His hobbies include swimming and fishing, and golf when he finds time for it. But "Plug" confesses that when he needs relaxation he takes his turn at the "mike," or does a little continuity writing, or singing and playing to "the folks out there."

Central Shoe Adds 40

CENTRAL SHOE CO., St. Louis, has renewed contracts for Robin Hood transcription series and has added over 40 stations in addition to those on which the series was running. Jim Daugherty Agency, St. Louis, handled the account. Transcriptions are produced in Hollywood by Radioart Guild of America.

Dillinger Death Episode Reenacted by CBS Staff Shortly After Shooting

ENTERPRISE in dramatizing a news event of nation-wide interest was demonstrated when the Chicago division of CBS presented "The Life and Death of John Dillinger" over the network nine hours and 20 minutes after the notorious bandit was slain in Chicago July 22.

Twenty-three members of the staff were called to duty in the studios shortly after news of Dillinger's death became known, and began work on writing, rehearsing and producing the drama. Continuity writers were kept busy revising the script as new details of the shooting were gathered, and actors, engineers, sound effects men, production men, typists and announcers worked all night.

The half-hour drama opened the network schedule at 8 a. m. Frank Dane, as John Dillinger, headed the cast which included Reg Knorr, Cornelia Osgood, Eleanor Rella, Don Merrifield, Otis Gardineer and Vincent Coleman. Henry Klein directed the continuity, the show was produced by Harold Isbell, Eddie House furnished organ background, and Franklyn MacCormack and Paul Dowty announced. The broadcast was closed by Edgar L'Allemand, an eyewitness of the shooting.

Armour & Co., meat packers sponsoring a musical clock program on WBBM, Chicago, gave up the half hour period for the special broadcast.

Transradio Claims 'Beat' on Dillinger

CLAIMING a "scoop" on all other news service, including the newspapers, Transradio Press Service, which supplies new to independent stations, reports that it sent out its first flash on the killing of John Dillinger as he emerged from a Chicago movie house at exactly 12:05 a. m., EDST, or only a few minutes after Public Enemy No. 1 was shot and killed. First to flash the news on the air, it states, was the Yankee Network, which has a direct wire from Transradio's New York office.

Two Boston newspapers, Transradio reports, phoned the office of WNAC, Yankee key, to inquire about the story, and were told to "listen in and get the details."

Herbert Moore, Transradio president, claims the feat demonstrated the efficacy of independent newsgathering, declaring that neither the networks nor Press-Radio Bureau got the news out as quickly. Ray Black, head of Transradio's Chicago bureau, and Kathryn Burton, reporter, handled the story.

LOS ANGELES TIMES is placing a series of display banners on the Los Angeles Railway Company yellow street cars to advertise its official affiliation with KMTR, Hollywood. The newspaper continues to use KHJ, Los Angeles, for a nightly news broadcast, but sponsors several news periods daily and talks and interviews by its editorial staff members on KMTR.

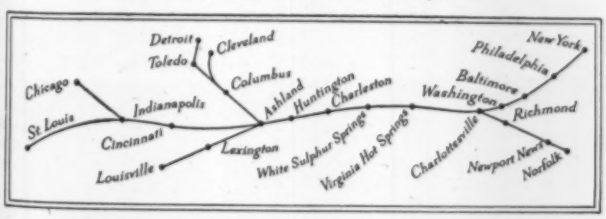
You Can Hear
Your Station's Broadcast
When You Ride these Famous Trains
THE GEORGE WASHINGTON
THE SPORTSMAN • THE F.F.V.

The Finest Fleet of Air-Conditioned Trains in the World!
Genuine Air-Conditioning All Year 'Round

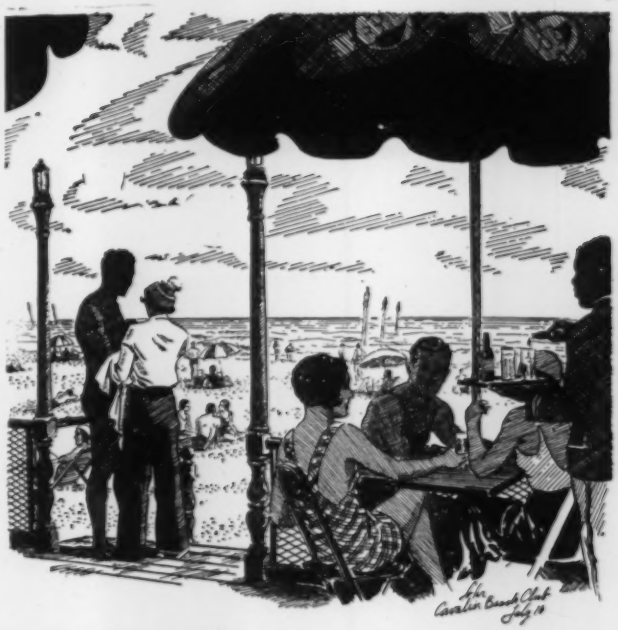
C AND O

No need to wonder what's on the air when you're traveling. Relax in an easy chair in a Chesapeake and Ohio lounge car—hear your favorite broadcasts—and listen to passengers' comments. An interesting cross-section of America's audience travels daily on Chesapeake and Ohio — people who appreciate the highest type of service, and soundest economy. There's no extra fare for genuine air-conditioning, absence of dust, dirt, cinders and drafts. No premium on clean, fresh, mild air. No high tariff for the most delicious foods. A man-size dinner, for instance, costs only 75c on Chesapeake and Ohio. Try it sometime.

The ticket agent of any railroad can route you on Chesapeake and Ohio. Insist upon it!



CHESAPEAKE AND OHIO



DOWN *to the* SEA *in* SLACKS

Informal dress on the private beach is just another reason why society gathers at the Cavalier Beach Club—"America's Riviera." Glorious surf bathing—sunning on the beach—delicious cold luncheons. Tea time dancing.

Night falls—the ships' lanterns glow, waves pound . . . and the music becomes more dreamy. It's a vacation you will long remember.

SIDNEY BANKS, Manag.ng Director

The Cavalier Hotel operates the Beach Club exclusively for its guests. New low tariffs—beginning at $8.00 American Plan (with meals) include Club Privileges. • Write for interesting booklet.

The CAVALIER
HOTEL *and* BEACH CLUB
VIRGINIA BEACH • VIRGINIA

Union Musicians Return To Work After Canadian Commission Wins Scrap

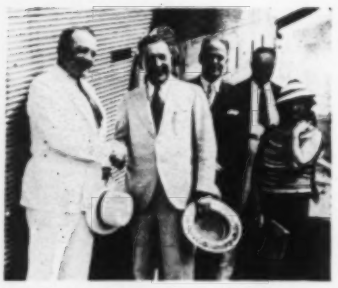
UNION MUSICIANS are playing again over Canadian broadcasting stations after a three weeks' strike. Union musicians affiliated with the American Federation of Musicians struck throughout Canada on June 16 as an aid to striking union musicians in Montreal, who asked for higher wages from Montreal stations operated by the Radio Commission.

On July 11, after Canadian and American union officials had discussed the situation at length with Chairman Hector Charlesworth of the Radio Commission, the strike was called off, and the Commission stuck to its policy of hiring non-union as well as union musicians and of setting its own wage levels. Most union men had been paid regular union rates previously.

For a short time the strike handicapped small station owners who use free Commission programs as union men would not play over these stations on regular commercial programs.

The Commission, however, filled in as rapidly as it could with non-union musicians, and part of the arrangement at the conclusion of the strike was that these non-union musicians would not all be discharged at once, but gradually as their services were no longer needed. In the same way union musicians were to be taken back by the Commission. The Commission contended that as a government body it could not discriminate between union and non-union musicians.

An unsuccessful attempt was made early in the strike to persuade the NBC union musicians to strike on programs fed to Canada.



Shaw Greets Gen. Johnson

WHEN General Hugh S. Johnson, NRA administrator, delivered the momentous speech which got diplomatic reactions from Germany and Mexico a few weeks ago, it was carried over a special Iowa network from Waterloo, Ia., where he spoke. WMT, Waterloo, was linked to WHO-WOC, Des Moines, and WOI, Ames. In this picture General Johnson, at left, is being welcomed to Waterloo by Harry Shaw, WMT operator and former NAB president, as he arrived in Waterloo by plane. At right of Mr. Shaw are Col. Robert Lea, Johnson aide; A. H. Head, of the John Deere Co., Waterloo, and Frances Robinson, Johnson's secretary. Mr. Shaw is NRA state director for Iowa.

OLD CLOTHES!

One of Promotional Features Used by Retail Stores

OLD CLOTHES drives in late winter, summer events featuring a particular style, overcoat sales in August, and a fall birthday event—these are some of the promotional features used by Lundquist-Lilly Co., Seattle, in its advertising on KOMO and KJR. One of the first retail establishments to go on the air, Lundquist-Lilly has used radio for ten years. In fact, its advertising has been almost exclusively broadcasting. Other special programs are presented to appeal to business and professional people.

Brinkley Gets License

DR. JOHN R. BRINKLEY, medico-broadcaster who was forcibly removed from the air both in the United States and in Mexico, has acquired a ship-to-shore radio station license for his yacht the *Dr. Brinkley*. The ship was formerly the *Shadow K*. It has been reported that Brinkley proposed to operate a "floating" broadcasting station from the yacht, cruising up and down the coasts.

Dirks Heads Association

DIETRICH DIRKS, of KFAB, Lincoln, Nebr., has been reelected president of the Missouri Valley Broadcasters Association for the ensuing year, along with all other officers and directors. The others are John J. Gillin, Jr., WOW, Omaha, Nebr., vice president; Art Thomas, WJAG, Norfolk, Nebr., secretary-treasurer; and Dick Dearmont, KFNF, Shenandoah, Iowa, and Harry H. Johnson, KMMJ, Clay Center, Nebr., directors.

Candidate Uses Net

CALIFORNIA Reconstruction League (Raymond Haight for Governor) the middle of July launched a weekly 15-minute speaking series through the John W. Hunt Co., Los Angeles agency. Series will use the following Don Lee-CBS hookup: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KMJ, Fresno; KDB, Santa Barbara; KFBK, Sacramento; KWG, Stockton; and KERN, Bakersfield.

ALICE JOY, known as "Radio's Dream Girl," on July 18 inaugurated a nightly series over KTUL, Tulsa, for Mid-Continent Petroleum Corp., Tulsa (Diamond D-X gas and oil), with a studio audience invited to attend her appearances.

ABOUT RADIO IN SOUTHERN CALIFORNIA
It's a Fact!
YOU DON'T NEED A CIRCUS TENT TO COVER YOUR CAR WHEN IT RAINS ...
AND
YOU DON'T NEED 50,000 WATTS TO COVER THE LOS ANGELES METROPOLITAN MARKET...
CALIFORNIA
50,000 WATTS MORE THAN YOU NEED
CALIFORNIA
1000 WATTS PLENTY OF POWER AND CHEAPER
Because THIS MARKET, COMPRISING 50% OF CALIFORNIA'S TOTAL POPULATION SEWED UP IN 1% OF ITS AREA, IS ALL WITHIN A SHORT 40 MILE RADIUS OF KFWB OFFERING ADEQUATE POWER AND LOW RATES
1000 WATTS
...enough power to do the job
950 KILOCYCLES
...in the middle of the dial
KFWB
LOS ANGELES
OWNED & OPERATED BY WARNER BROS. MOTION PICTURE STUDIOS
NOTE: Facts, figures and other information on request

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Broadcast operator. Thoroughly experienced. Age 26. References. Box 198, BROADCASTING.

Single operator-announcer desires new connection. Four years experience with independent-network stations. Go anywhere. Box 200, BROADCASTING.

Commercial radio man with considerable program and production experience desires change of location. Nine years with network and regional station. Now employed. Box 201, BROADCASTING.

Radio announcer, copywriter, station manager, six years experience, college, age 25, married. Diction winner, reliable, best references. Will locate anywhere. Box 203, BROADCASTING.

ATTENTION—ADVERTISERS ADVERTISING AGENCIES RADIO STATIONS.

Associated for several seasons with WGN, The Chicago Tribune Station, as Announcer, Baritone and Singer of Grand Old Hymns. I desire connection with live, progressive station, agency or advertiser. Am open for immediate proposition.

Address ROBERT BALL
3900 Palmer St., Chicago.

Wanted to Buy

WILL PAY CASH FOR WELL LOCATED BROADCASTING STATION OR MAY PURCHASE PART INTEREST. REPLY WILL BE CONSIDERED VERY CONFIDENTIAL. BOX 202, BROADCASTING.

Wanted—to buy or lease radio station up to 1,000 watts, preferably in the South. Give full particulars in first letter. Address Box 204, BROADCASTING.

For Sale Equipment

For Sale—Radio Telephone, 50 Watt, Three Receivers! Western Electric two Nationals. Radio Telegraph set equipped to take care of all frequencies, all accessories attached. Used by Western Air Express and yet practically new. Write Salvage Company, 1736 Arapahoe Street, Denver, Colo.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
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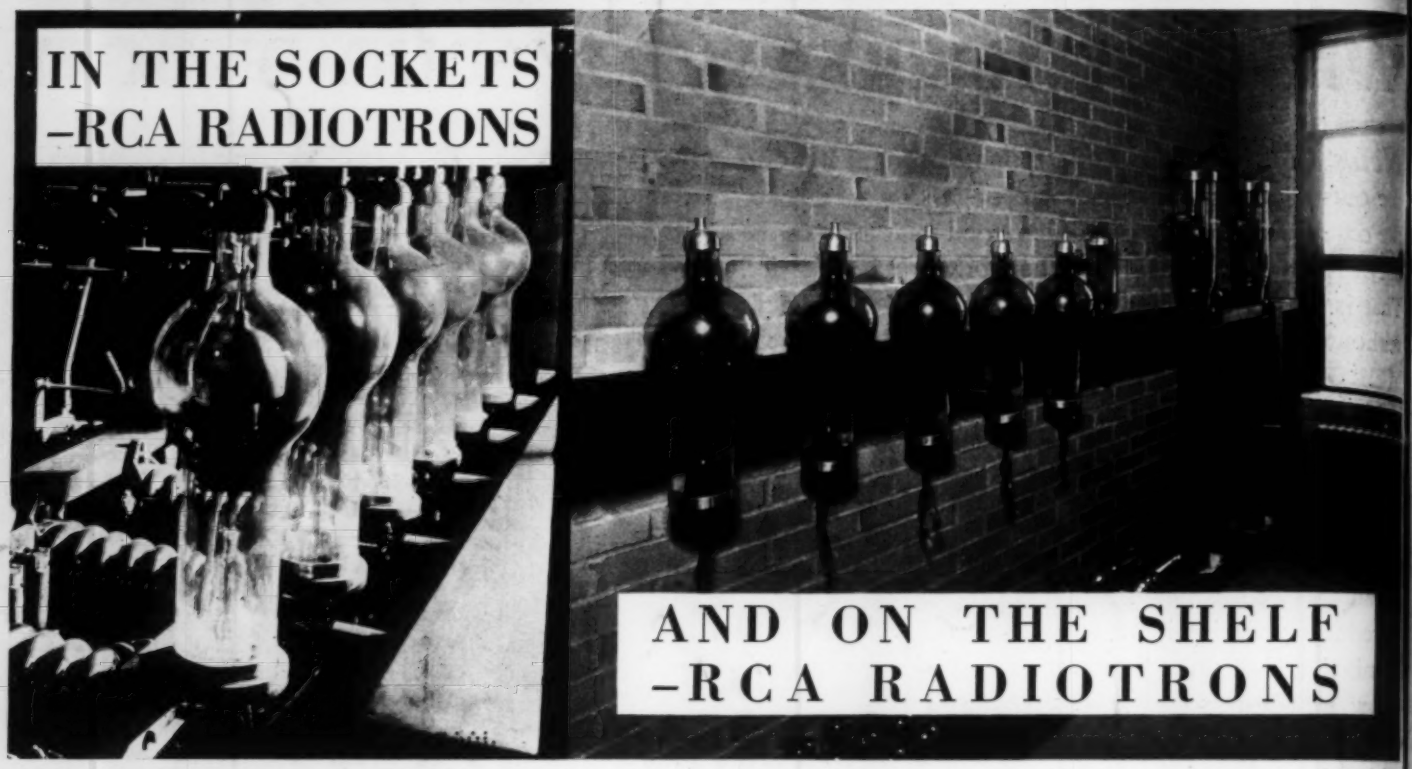

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